

ROCKY IV • HIGHWAY TO HEAVEN

No.  
262  
April  
1986

MAD

Our  
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Cheap!

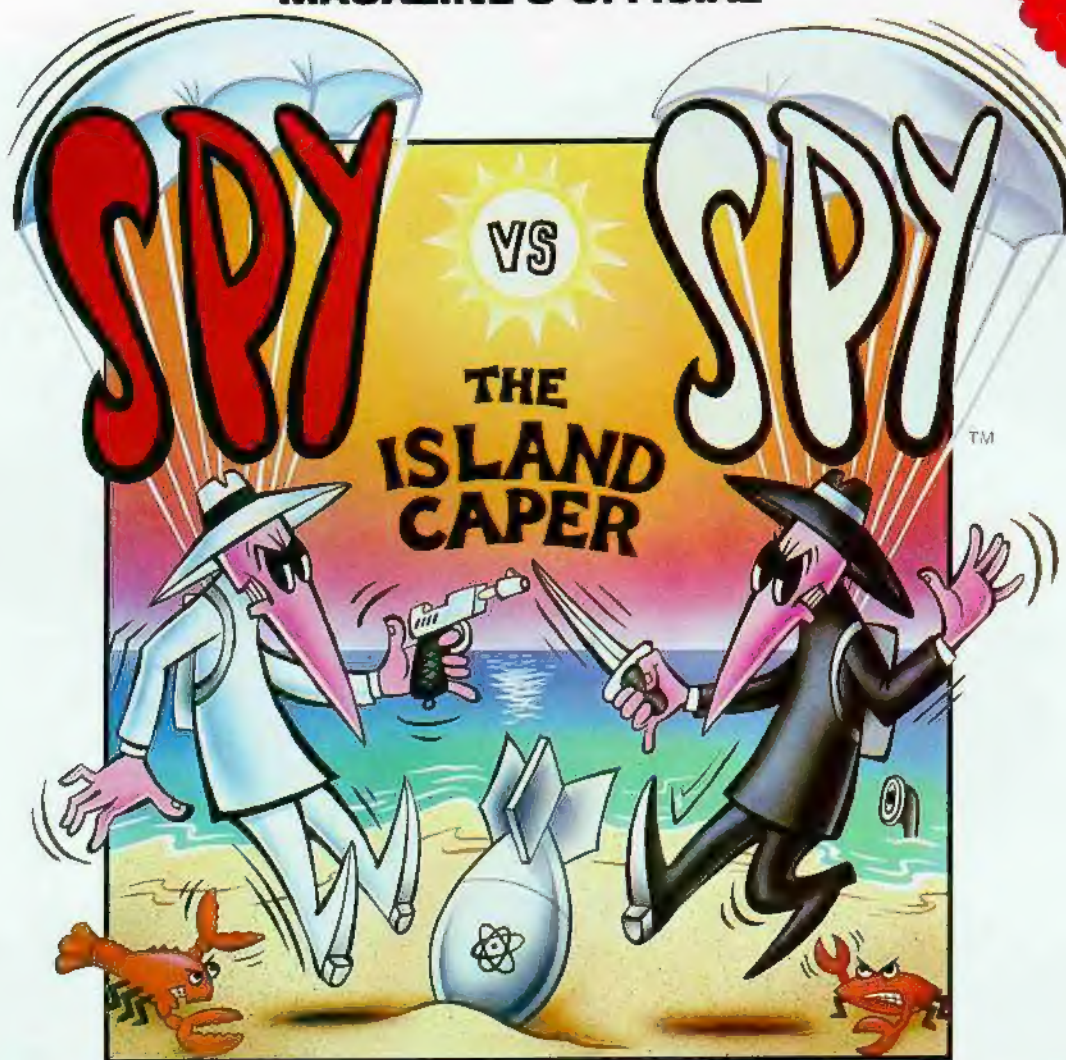




# MAD<sup>®</sup>

MAGAZINE'S OFFICIAL

NEW  
VOL. II

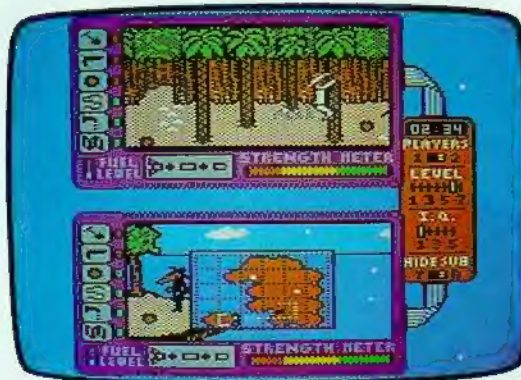


Here's the sequel to the best-selling **MAD Magazine's Official SPY VS. SPY** computer game! The all-new **Island Caper** features both famous agents of "messpionage" parachuting onto a tropical island loaded with pitfalls - including a still active volcano.

Your objective is to locate the three buried missile parts, assemble them in the right order, and transport the now-armed polaris missile to the awaiting escape submarine. . . before the volcano erupts! Along the way, the Spies must dodge both natural and man-made booby traps including sharks, quicksand, snares, coconut bombs, jungle pits, and more. And of course, the two Spies continually engage in deadly sword fights.

#### GAME FEATURES:

- Player options allow you to play the computer or another opponent
- Simulvision™ split-screen action allows you to monitor the other Spy's movements, and react accordingly
- Simulplay™ feature allows both players to be active at the same time - No more waiting your turn
- Players construct their own booby traps from the elements on the island



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# MAD

"Have you noticed that political promises are usually in one year and out the other?"  
—Alfred E. Neuman

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**JACK ALBERT** lawsuits **ANNE GRIFFITHS** logistics

**CONTRIBUTING ARTISTS AND WRITERS**

*the usual gang of idiots*

## DEPARTMENTS

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\*\*Various Places Around The Magazine

COVER ARTIST: RICHARD WILLIAMS

COVER IDEA: JOHN RIOS

## VITAL FEATURES

**"ROCK-HEAD IV"**  
(A MAD MOVIE SATIRE)  
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**ONE FINE DAY WITH KING KONG**  
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**MAD'S DUAL PURPOSE CLOTHING ACCESSORIES**  
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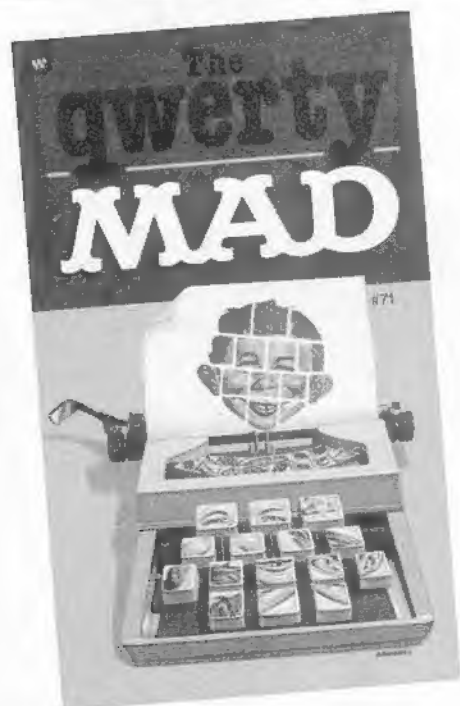


**"HIGHWAY TO HEAVING"**  
(A MAD TV SATIRE)  
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# NOTICE

**POSTAL REGULATIONS  
STRICTLY PROHIBIT  
THE SENDING OF A  
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**THEREFORE  
THIS BOOK CAN ONLY  
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**THE TITLE SAYS IT ALL!**

## CURE YOUR V.D.!

You can cure your V.D.—your "Visual Dilemma"—by framing and hanging one or more of these full-color portraits of Alfred E. Neuman, MAD's "What-Me-Worry?" kid. You can also use one or more of them for wrapping those eyesore fish you've got lying around! Merely send 60¢ for 1, \$1.25 for 3, \$2.55 for 9, \$5.15 for 27 or \$10.35 for 81! Mail it to: MAD Magazine, 485 Madison Avenue, New York, N.Y. 10022



### LETTERS AND TOMATOES DEPT.



#### "BLEAK FOR THE FUTURE"

I loved your satire on the film "Back To The Future" but my father claims you published that article thirty years ago!

Roberto Santiago  
New York, NY

I wish I could send your "Back To The Future" issue back in time... like, before I could read!!!

Loren Keller  
Muscataine, IA

I think that Mort Drucker's drawing of "Marquee" in "Bleak For The Future" (MAD #260) looks more like Martin Sheen than Michael J. Fox!

Andy Detrick  
Arlington Heights, IL

Aren't you the same guy who wrote to us a while back saying that in our "Apocalypse Now" satire (MAD #215, June '80) Mort's Martin Sheen drawings looked like Michael J. Fox?—Ed.



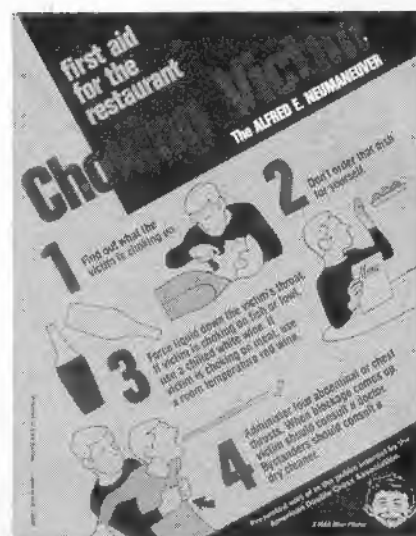
Michael or Martin? You decide.

#### SPY VS. SPY VS. SPY VS. SPY...

Enclosed is an editorial cartoon about the current espionage scandal that's going on. As you can see, it's a topic you've been covering for years!

Paula Carswell  
Oakland, CA

### THE CHOKE'S ON YOU



As both an educator and an accredited Red Cross First Aid instructor, I was shocked and disgusted to see your "First Aid For The Restaurant Choking Victim" on the back of MAD #259. I feel this is an important subject which people need information on! What this poster actually shows is three perfectly good examples of how to KILL someone. Was the extremely slight amount of humor in it worth the damage and possible loss of human life that this negligent and irresponsible article could cause?

Nancy E. Munden  
Lincoln, NE

Since you take our back covers so literally we're looking forward to hearing how long it took you to build our new improved pooper scooper (back cover, MAD #261) —Ed.



#### "SICKY MINUTES"

I especially enjoyed your article "Sicky Minutes" in MAD #260. I am unfortunate enough to be black and living in North Carolina with Jesse Helms and Falwell lovers! Your article was right on target! I know it's no laughing matter but I laughed anyway.

DaVinci Metcalf  
Greenville, NC

PLYMPTON



## THE LETTERS OF THE LAW

As I read Lou Silverstone and George Woodbridge's article "A Miranda Law For Everyday Victims" in MAD #260, I realized that I hadn't been read my rights as a MAD Magazine reader. Here's a suggestion:

"You have the right to read some classy magazine like Time or Newsweek instead;

If you give up this right, anything you read *can* and *will* seriously affect your funny bone.

You have the right to a conscience and to ask it why you're reading such ridiculous garbage!

If you can't afford the price of MAD, *noshing* will be provided to you at all!"

Jeffrey F. Mantei  
Anderson, IN

You've got a lot of nerve insulting Bayonne in your article "A Miranda Law For Everyday Victims." I bet you haven't even been to Bayonne. It is the second safest and cleanest city in New Jersey and the 22nd safest and cleanest city in the United States.

Allison Fitzpatrick  
Bayonne, NJ

Here are more interesting facts about Bayonne: It is the world's 4th largest producer of soot. Three out of the four most scenic toxic waste dumps in the U.S. call Bayonne their home. There are more clothing stores featuring the size "husky" in Bayonne than anywhere on the east coast. Finally, pathetic boxer Chuck "The Bayonne Bleeder" Wepner is from Bayonne but no one cares. Thanks for writing so we could share this information!—Ed.

## A DOG OF A BOOK

My dog takes her reading very seriously. (She is currently halfway through "War and Peace.") I thought she might enjoy something educational and entertaining for summer. At first she was enthusiastic about her new book, "MAD's How To Be A Successful Dog," but last week I found it buried in the backyard.

Jack Royal  
Carlisle, PA



Ruff Reading

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MAD welcomes reader submissions. Manuscripts will not be returned or acknowledged, however, unless they are accompanied by a self-addressed stamped gyroscope!

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A ROLLING STALLONE GATHERS EVEN MORE GROSS DEPT.

It may be some comfort to realize that while life is full of surprises, Rocky films are *not*! Each one plagiarizes the one before it and adds a corny twist of its own, like in this case, patriotism! So sit back and relax with something old, little new, something borrowed and something red, white and blue...

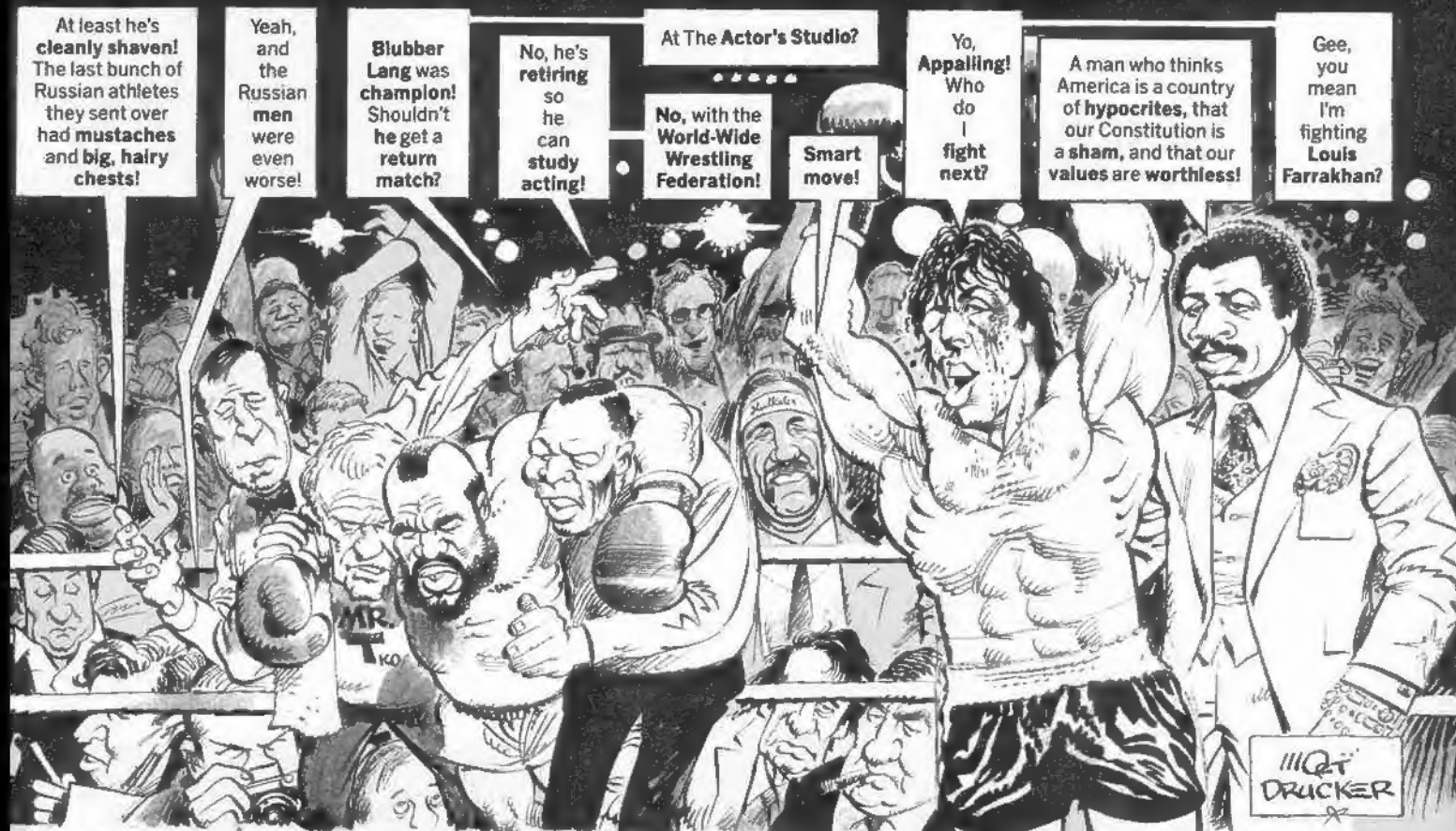
# ROCK



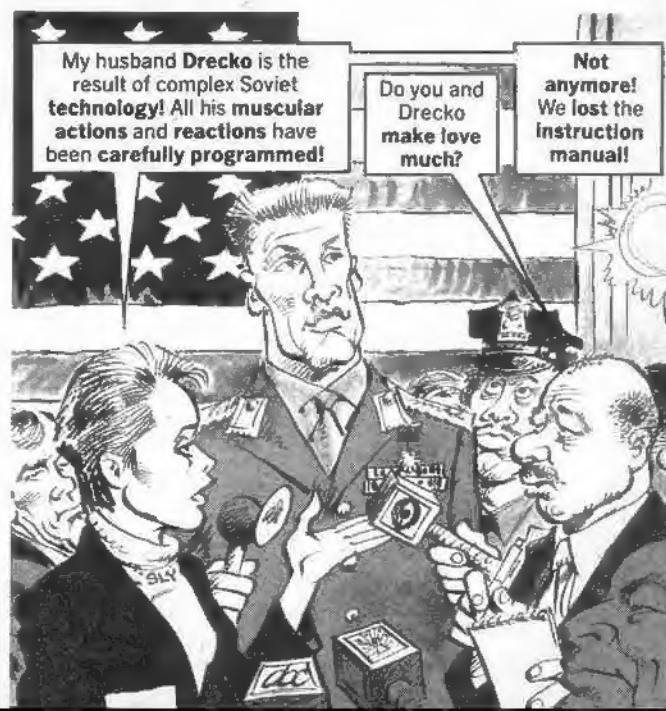
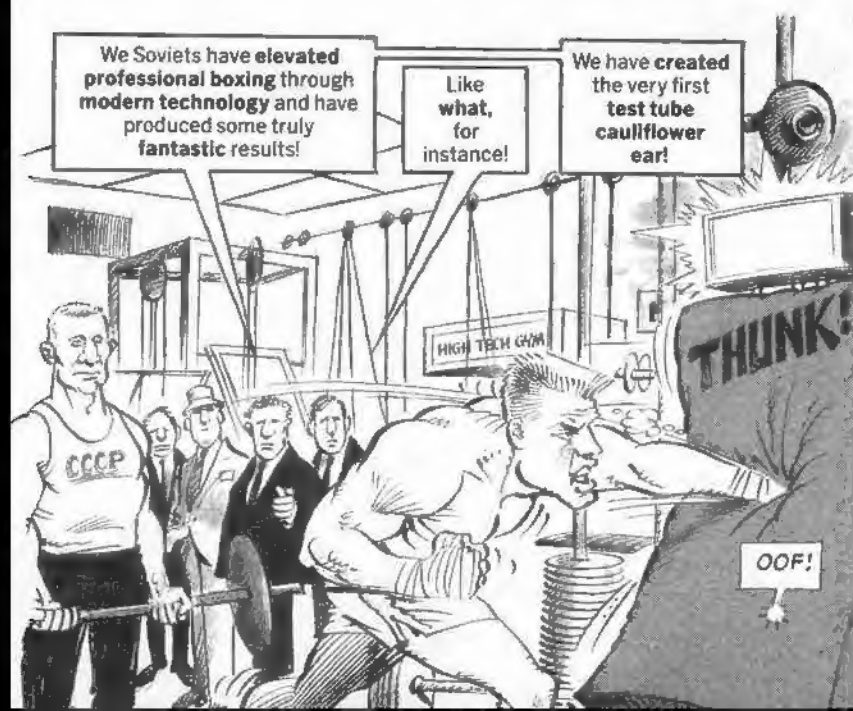
ARTIST: MORT DRUCKER



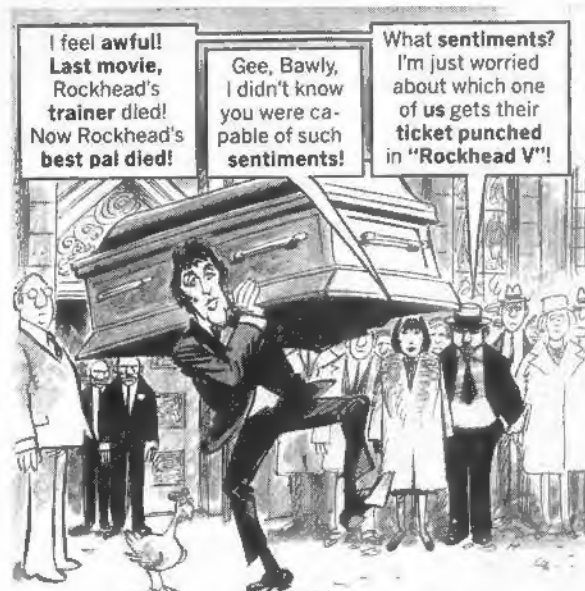
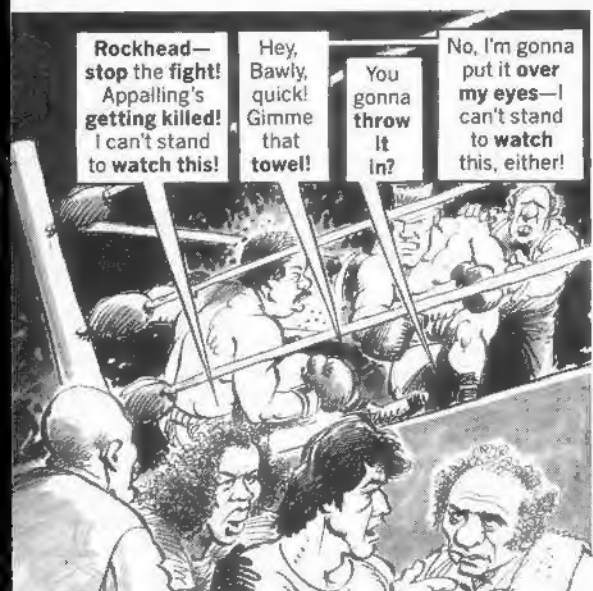
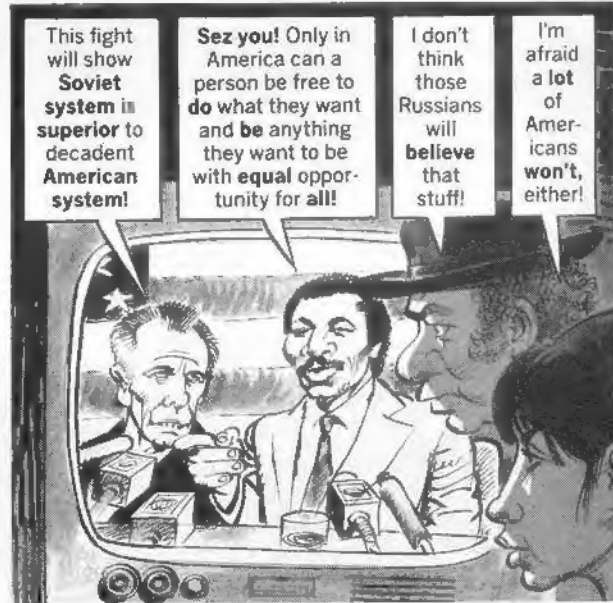
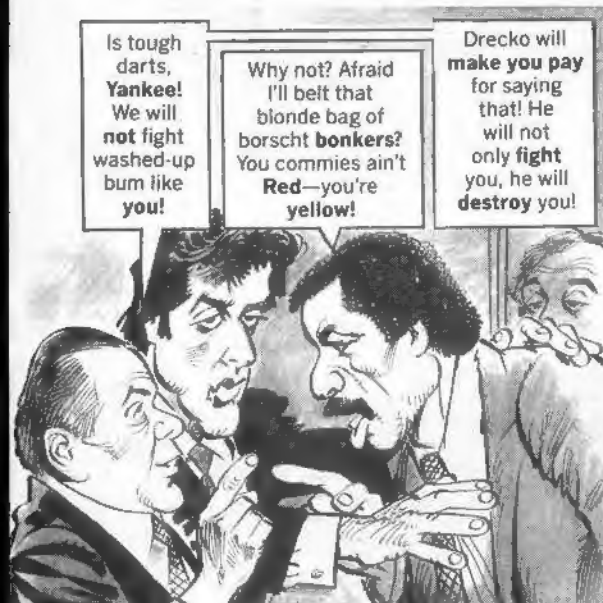
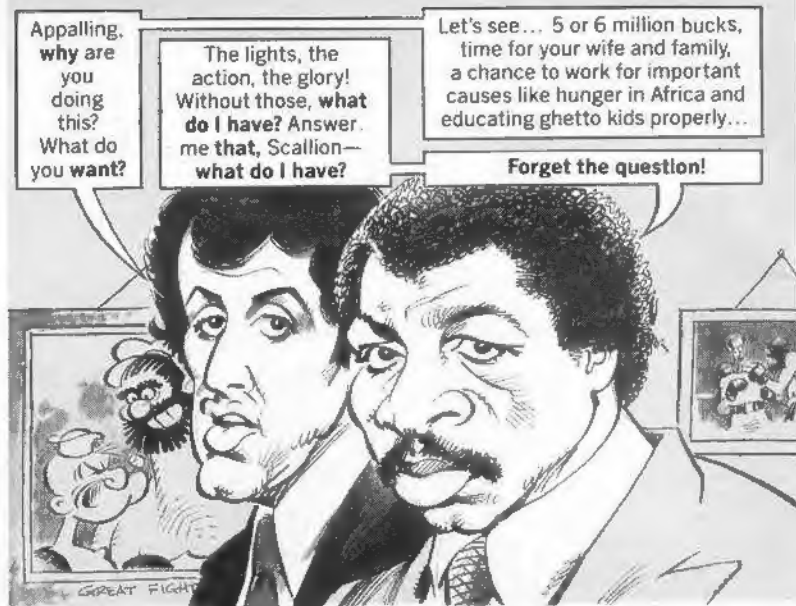
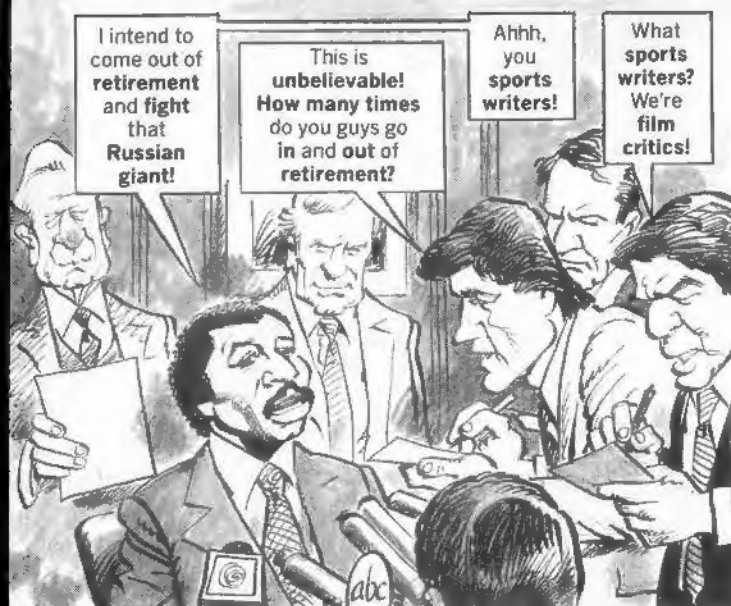
# CKHEAD IV



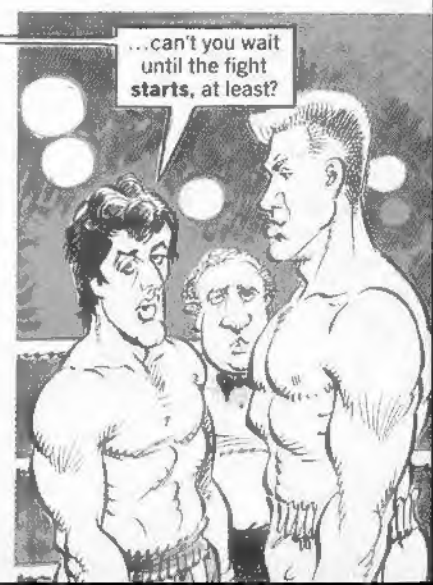
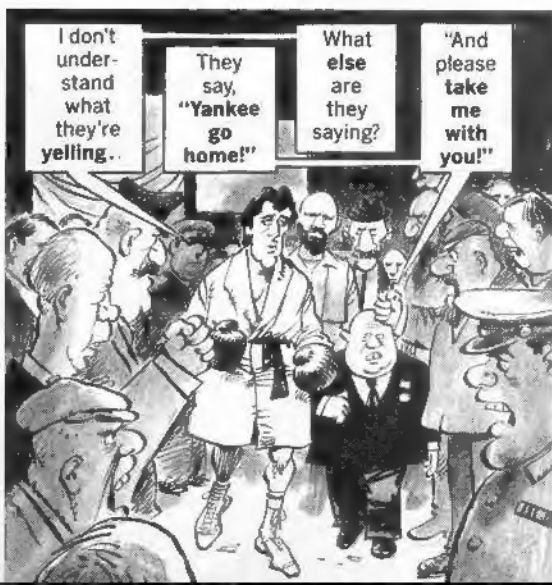
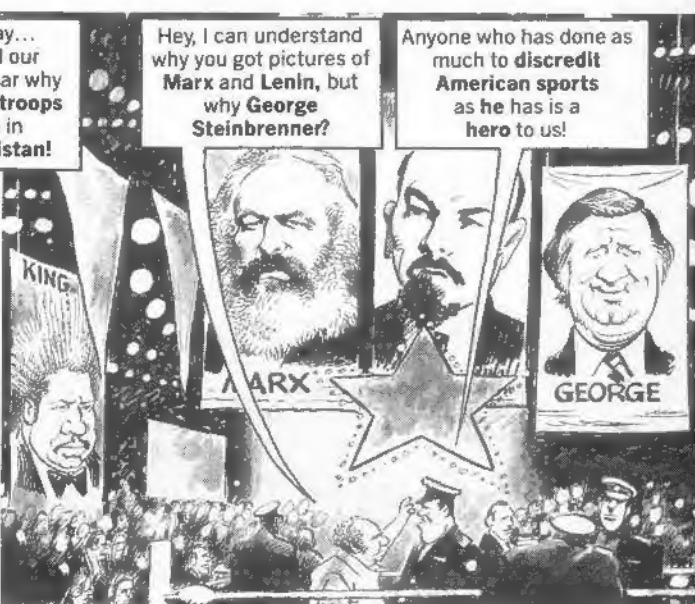
WRITER: STAN HART











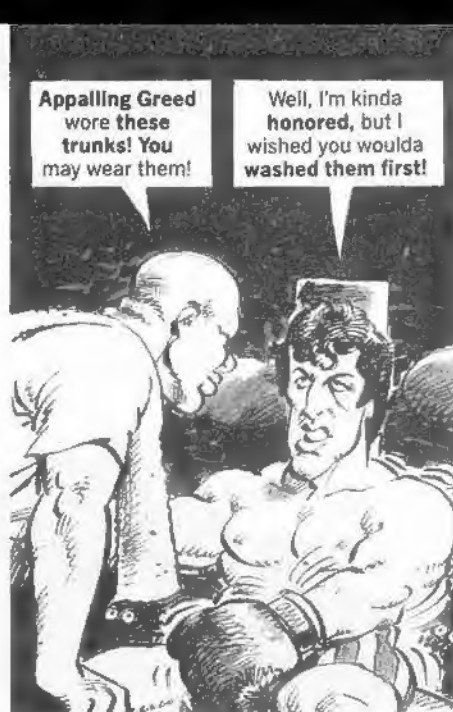


\* НЫЕТ ПОТРЗЕВИЕ!

NO PAIN!! NO PAIN!!

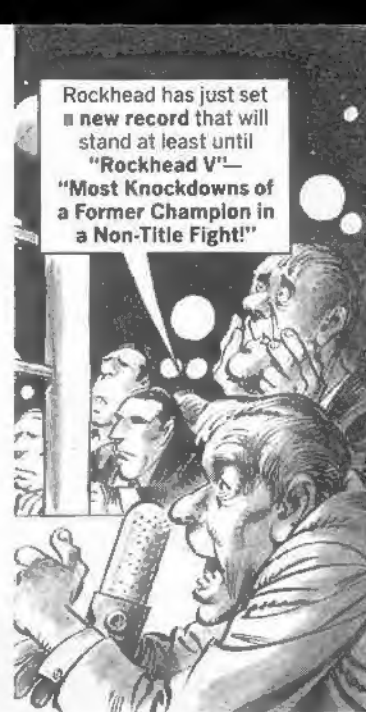
\* Remember, we are adhering to strict movie boxing rules! That means no blocking the other man's shots and no throwing punches that aren't haymakers!

\* НЫЕТ ПОТРЗЕВИЕ!  
НЫЕТ ПОТРЗЕВИЕ!

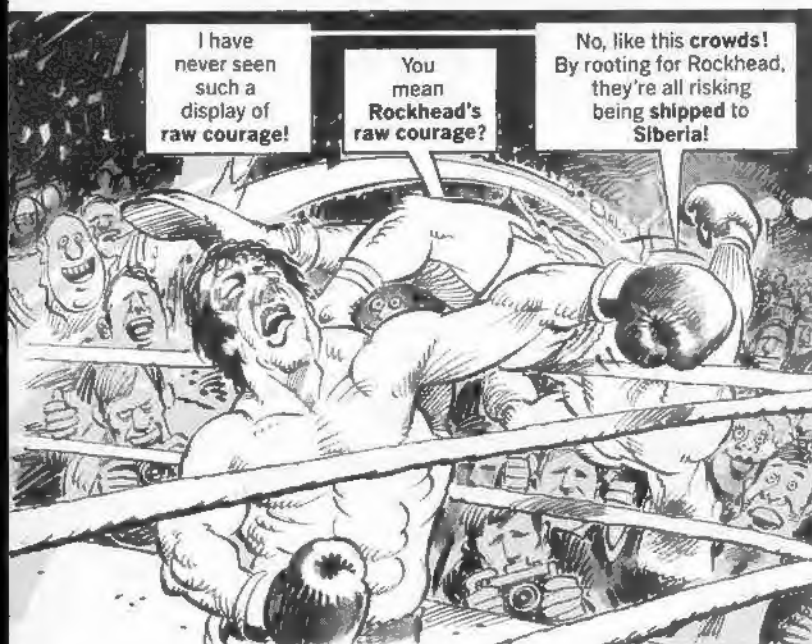


Appalling Greed wore these trunks! You may wear them!

Well, I'm kinda honored, but I wished you woulda washed them first!



Rockhead has just set a new record that will stand at least until "Rockhead V"—  
"Most Knockdowns of a Former Champion in a Non-Title Fight!"



I have never seen such a display of raw courage!

You mean Rockhead's raw courage?

No, like this crowds! By rooting for Rockhead, they're all risking being shipped to Siberia!



Don't it make you proud to see the old Red, White, and Blue?

It makes me sick!

What kind of thing is that to say about the flag?

Flag? I thought you were talking about Rockhead's face!



I'm not sure about this, President Reagan...

We must revise our role models and keep up with the times! I mean, Washington, Jefferson, Teddy Roosevelt, and Lincoln were fine then, but now is now!

♪ O'er the Rambos we watched ♪  
Were so gallantly streaming!  
And our Rockhead's Red Glare...



## DISC-CLAIMERS DEPT.

Recently, there's been a lot of hullabaloo about whether or not there should be warning labels on record albums. After seconds of soul searching and carelessly weighing both sides of this important issue, we at MAD dare to say YES!! There should definitely be warning labels on selected discs!

So without any further ado (except for the rest of this intro!), here are some...

# ***Badly Needed WARNING LABELS for ROCK ALBUMS***

WRITER: DESMOND DEVLIN

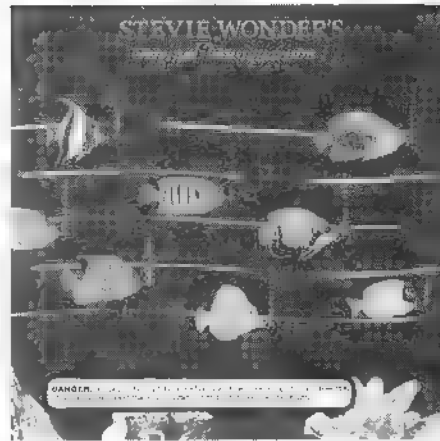


**BEWARE:** Contains soppy  
duet with Julio Iglesias

**WARNING:** Studio outtakes and  
awful rejects thrown together only  
to satisfy contractual obligations.



**WARNING:** Studio outtakes and  
awful rejects thrown together only  
to satisfy contractual obligations



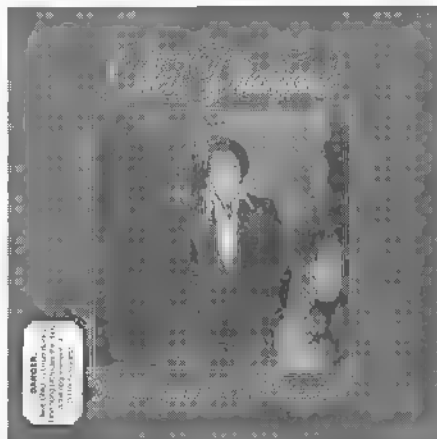
**DANGER:** Record company has tacked on one or two new songs to this collection of previously released material in order to force purchase of entire album.



**CAUTION:**  
This woman may be as  
old as your mother.

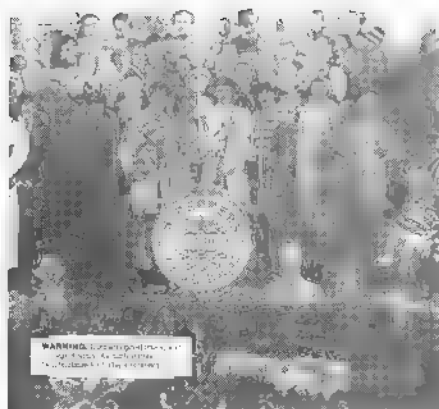


**DANGER:**  
Take **ONLY** in small doses.  
One song provides the daily  
adult requirement of  
pretentiousness.





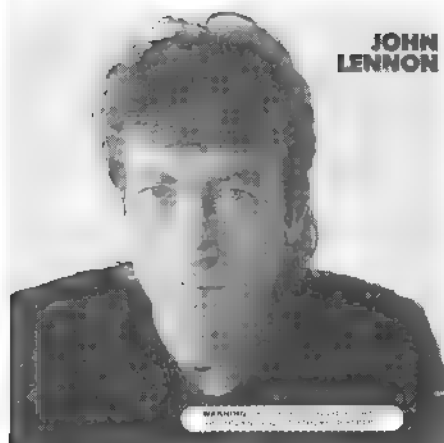
**WARNING:** Contains good music and intelligent lyrics. As such, it may be unsuitable for today's listeners.



**BEWARE:** Not buying this album will cause extreme guilt.



**CAUTION:** Solo album by member of a hit group. One artist out of five means album is only one-fifth as good.



**WARNING:** Old material repackaged by greedy record company trying to milk helpless dead artist.

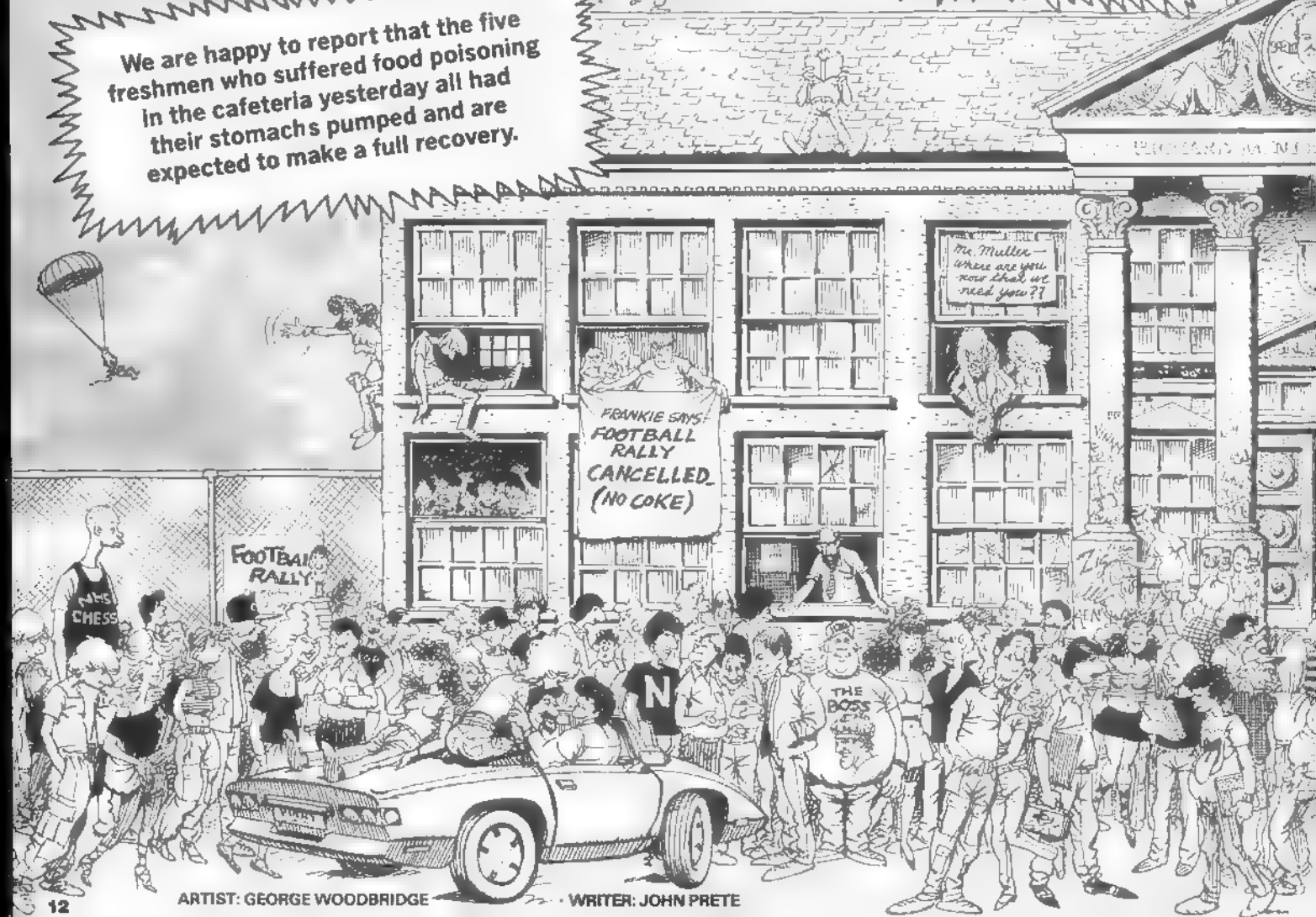
Last night the school board officially turned down a request by the student council to allow the serving of beer and tequila in the cafeteria. The vote was seven to six.

**Congratulations to Sophomore Nina Grabmore, who gave birth last night to a 6 lb., 5 oz. baby girl. Vice Principal Dinklebean says it's still not too late for the baby's father to come forth and make himself known.**

Any student involved in sending Bif Sweeny's jock strap up the flag pole faces suspension if the jock strap is not removed by noon today.

Will whoever ordered the large pizza with anchovies please come to Vice Principal Dinklebean's office? Your order, minus two slices, has arrived.

We are happy to report that the five freshmen who suffered food poisoning in the cafeteria yesterday all had their stomachs pumped and are expected to make a full recovery.





# ITS OF THE DAY

## on High School

The FBI will resume questioning students today regarding the illegal use of the school's computer to alter faculty members' IRS records. Your cooperation is appreciated.

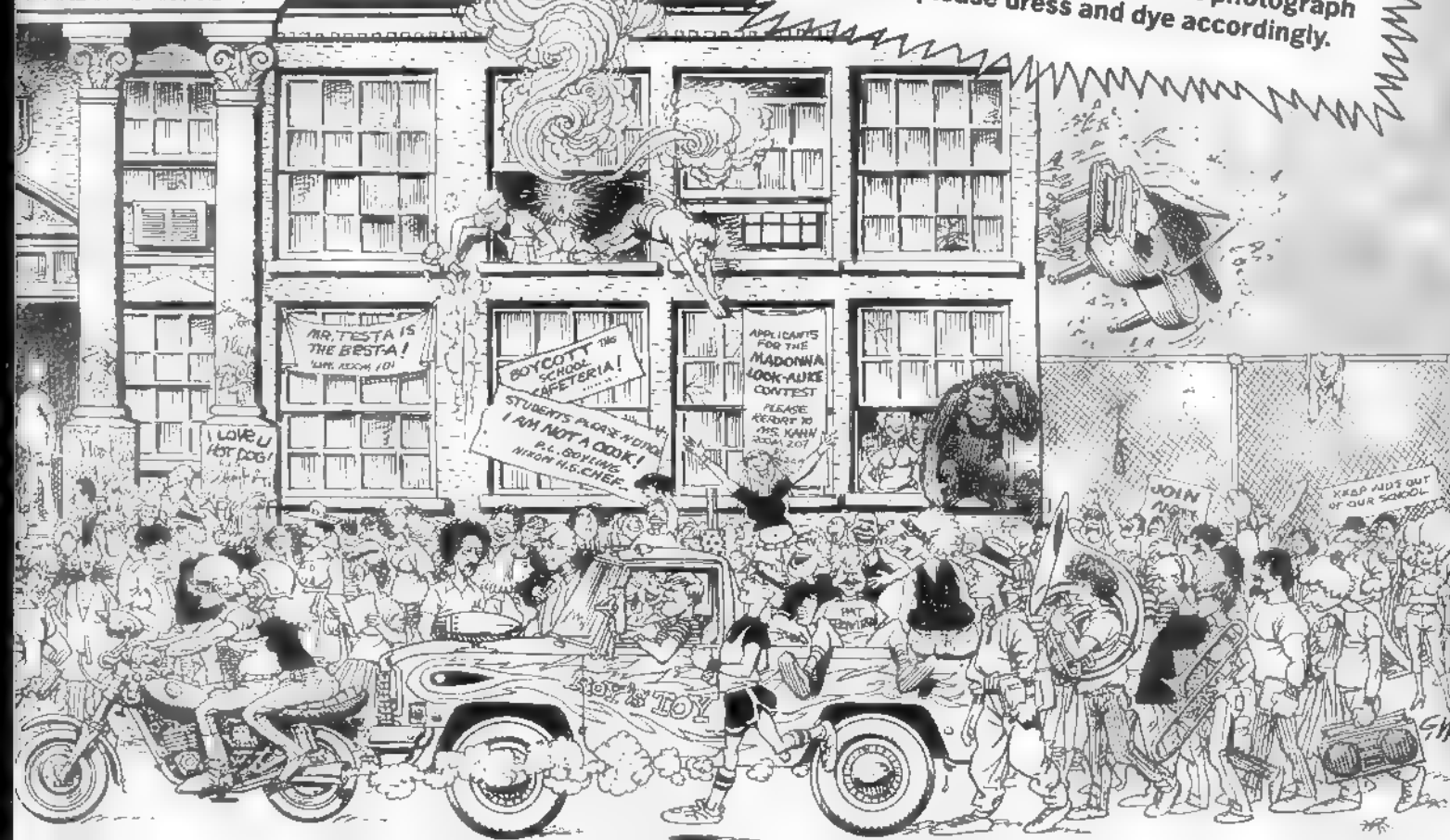
Results of the state-wide reading test are in. Congratulations to Junior Ray Hanrahan whose seventh grade reading level was the highest in the school.

Good news! Drivers' Ed. lessons will resume next Thursday, just as soon as Mr. Walsh has the neck brace removed.

By order of Vice Principal Dinklebean, any student caught selling or using drugs on school property faces immediate suspension. This rule applies to faculty members as well.

The school photographer will begin shooting yearbook pictures Tuesday. The photographer says studded black leather clothing and purple and orange hair does not photograph well so please dress and dye accordingly.

OR HIGH SCHOOL



## DATING

This was a **wonderful date** even though I had to **fight** you off all evening! I hope you ask me out again!

Sure, but I was looking forward to a **grand tour** of your **new apartment!** How about it, dollface?

That seems **harmless enough** I guess...okay, why not?

Here's the hallway that leads to the **living room!** As you can see, the kitchen has an **alcove!** I'm using that as a **dining area...**



**BERG'S-EYE VIEW DEPT.**

# THE LIGHTS

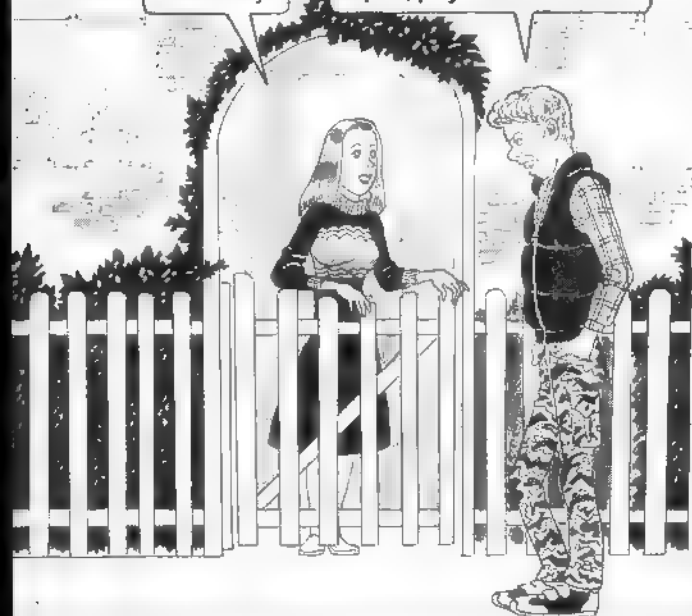
## PARTIES

Joe, I'd like you to come to my party on Saturday!

Everytime I go to one of your parties, all your friends **tease** me, make me the **butt** of every joke, **play tricks** on me...

...so why the heck do you want me to come to your party?

Because without you, it's just no fun!





# THE TELEPHONE



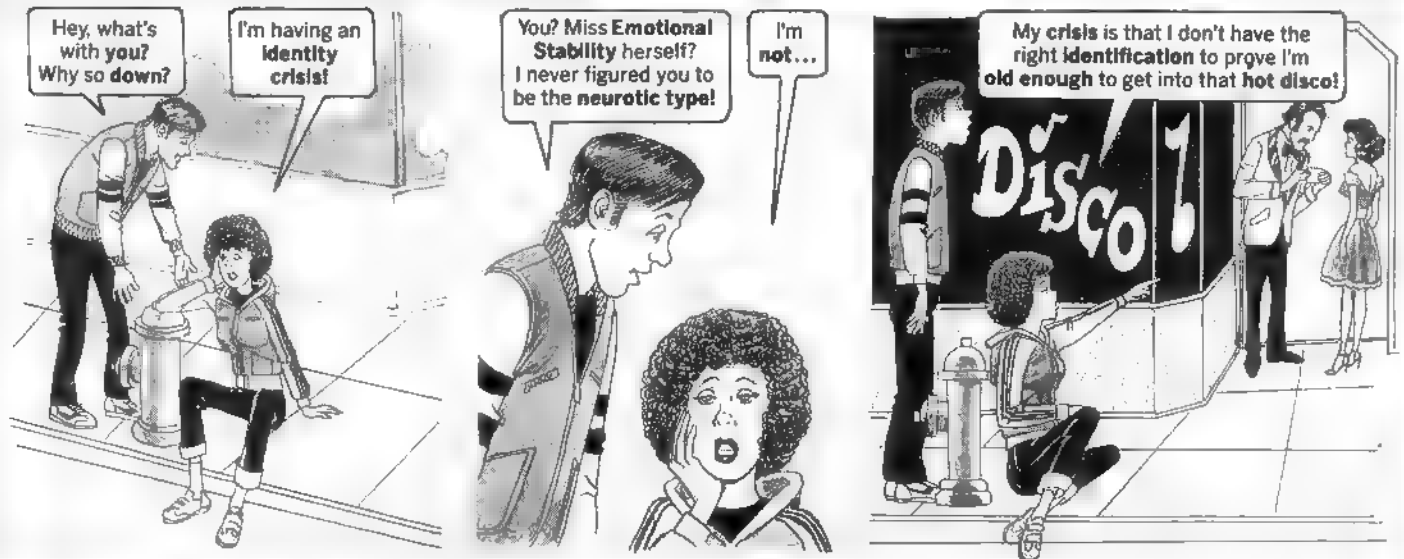
# R SIDE OF...

ARTIST & WRITER:  
DAVE BERG

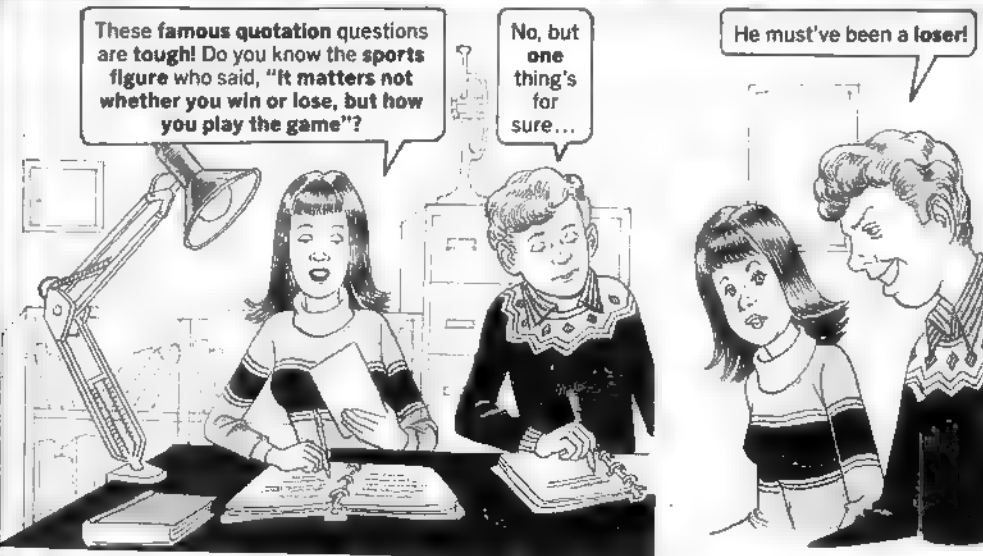
## TRAVEL



## CREDIBILITY



## HOMWORK



## GIFTS



## MOTIVATION





## VANITY



## COOKING



## FINANCES



# DIVORCE



# GRANDMOTHERS

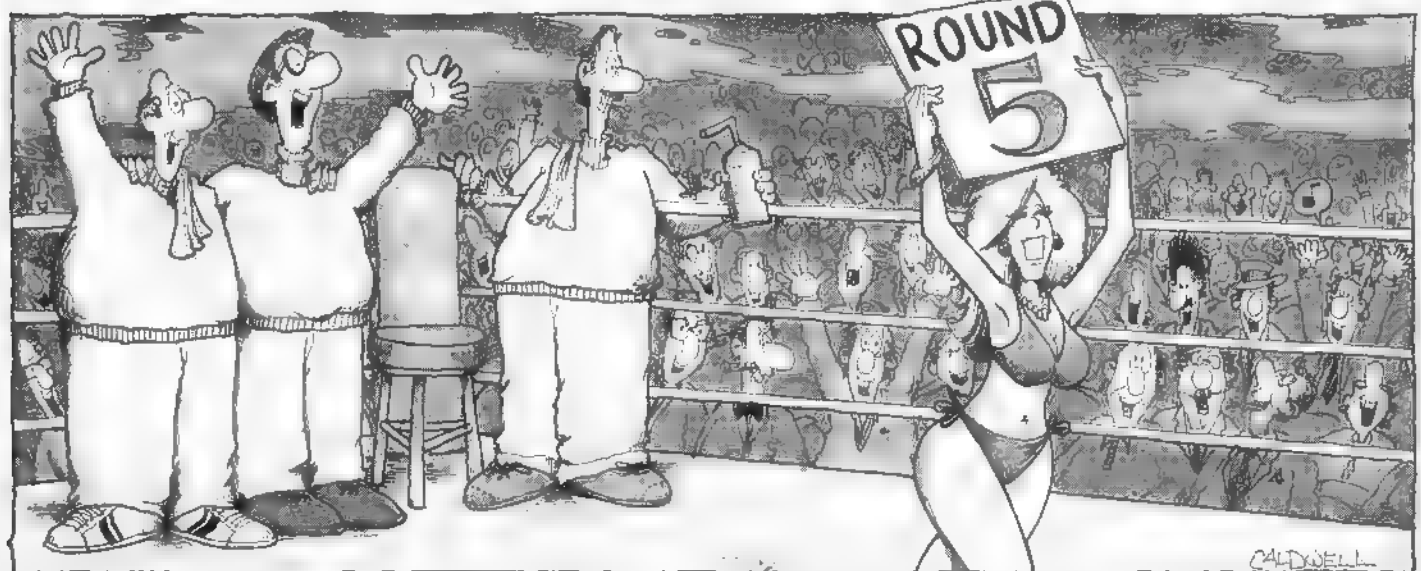
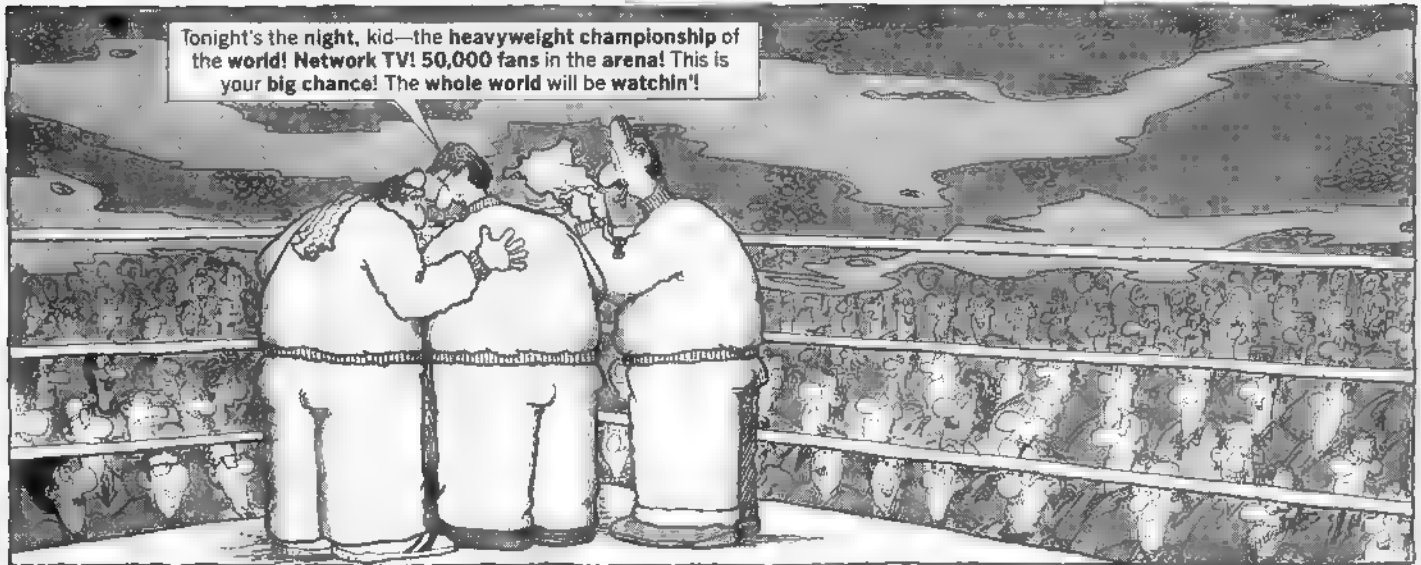


# DOCTORS



A PERFECT 10 COUNT DEPT.

# DRAMA ON PAGE 19



WRITER AND ARTIST: JOHN CALDWELL



# REMINDER LISTS OF THE



## Elizabeth Taylor

Get married  
National Enquirer photo session: 2 P.M.  
File for divorce  
National Enquirer interview: 6 P.M.  
Stick pins in Joan Rivers voodoo doll  
File lawsuit against Enquirer



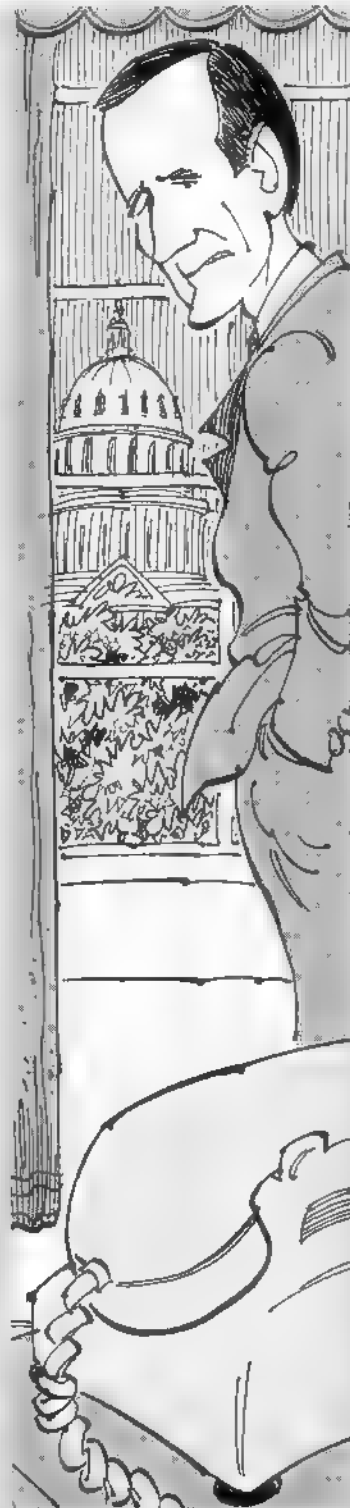
## Dave Winfield

Contact stockbroker  
Fire accountant  
Sue Steinbrenner  
Endorse something or other  
Batting practice



## Marvin Hagler

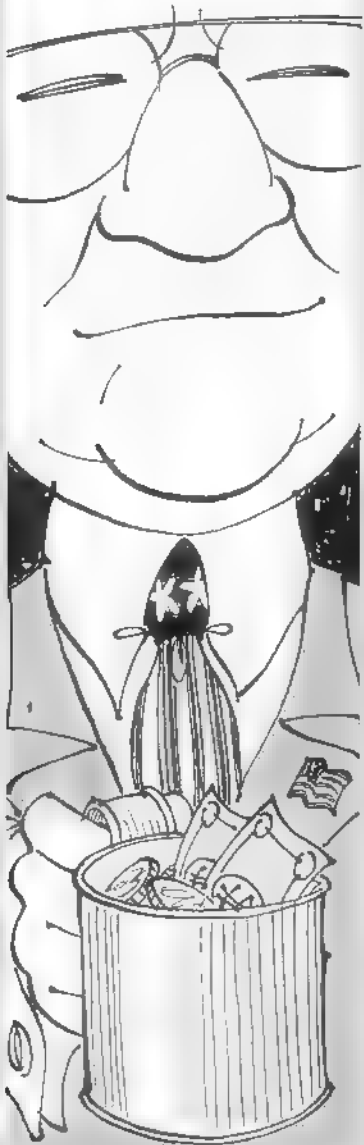
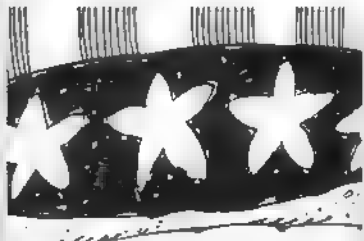
File knuckles  
Simonize skull  
Oil knees and other joints  
Practice snarl  
Sparring session with U.S. Marine Corps.



## George Bush

Breakfast with Bob Dole  
Take nap  
Lunch with Jack Kemp  
Take nap  
Hang around till supper

# WE RICH AND FAMOUS



## Lee Iacocca

Pick up two cases  
French wine  
Have Sony VCR repaired  
Tune up Mercedes  
Sushi Dinner  
Keynote address: "Buy  
American" rally



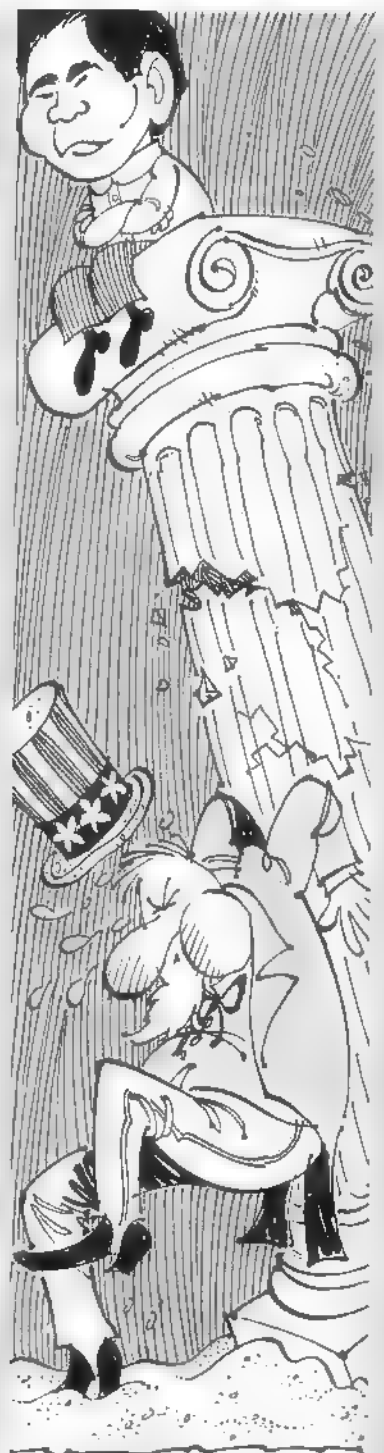
## Cher

New look  
New dress  
New hair  
New tattoo  
New husband  
New look



## Jerry Falwell

Finish rewriting U.S.  
Constitution  
Lynchburg H.S. pep rally  
and textbook bonfire  
Draft Supreme Court  
appointee list  
Dinner with Reagans



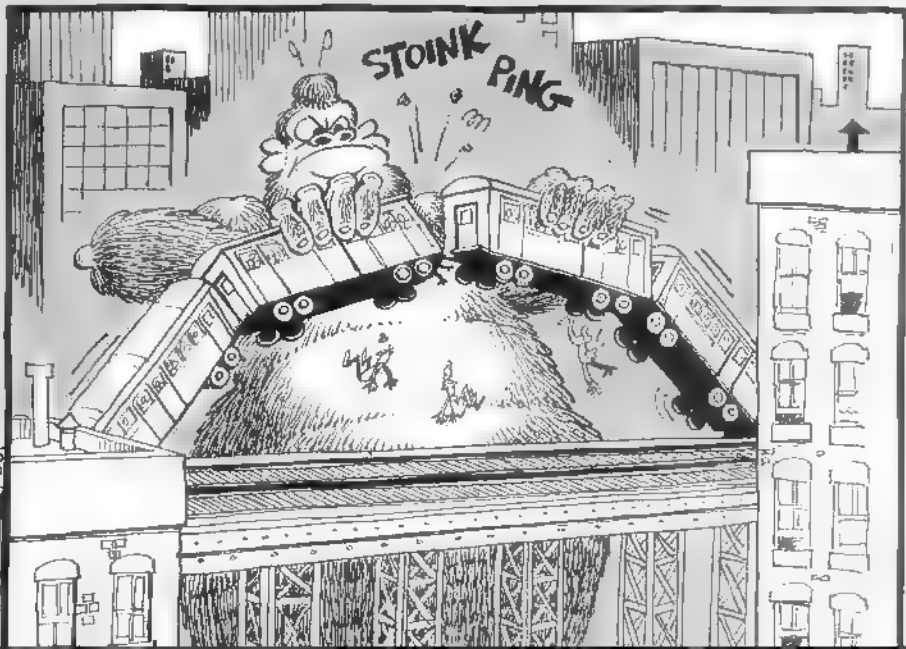
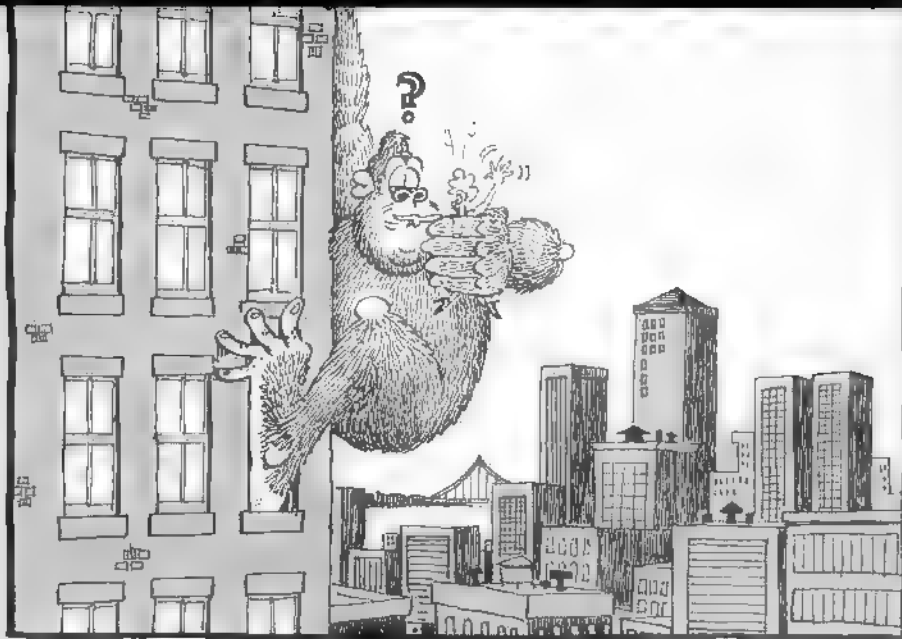
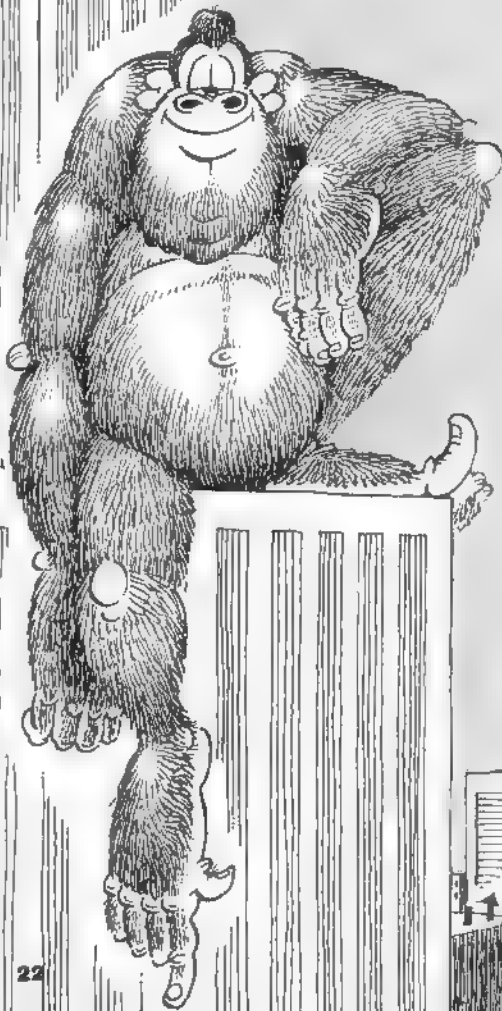
## Ferdinand Marcos

Torture  
Kidnap  
Assassinate  
Murder  
Human Rights Awards  
Dinner: 6 P.M.

DON MARTIN DEPT.

# One Fine Day With

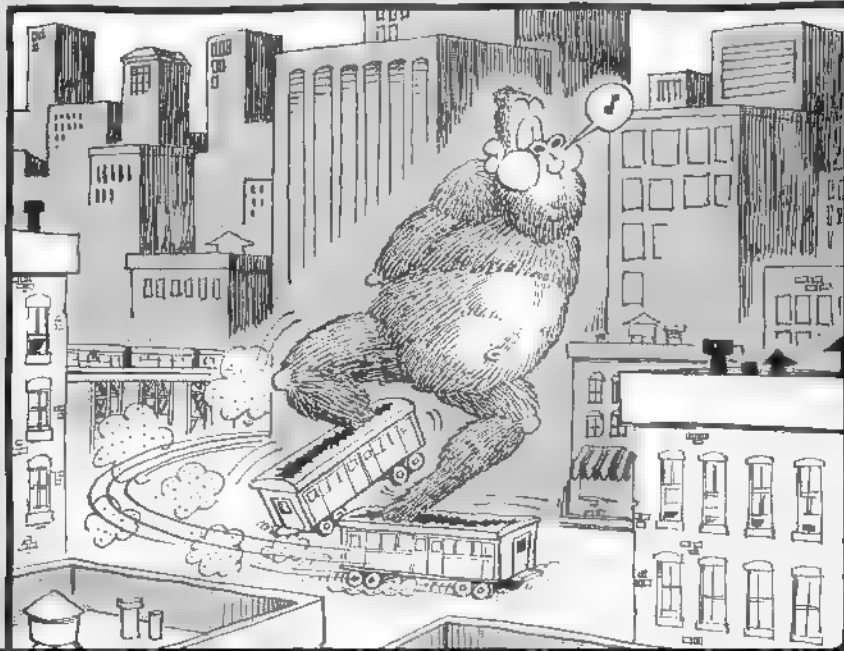
# KING KONG

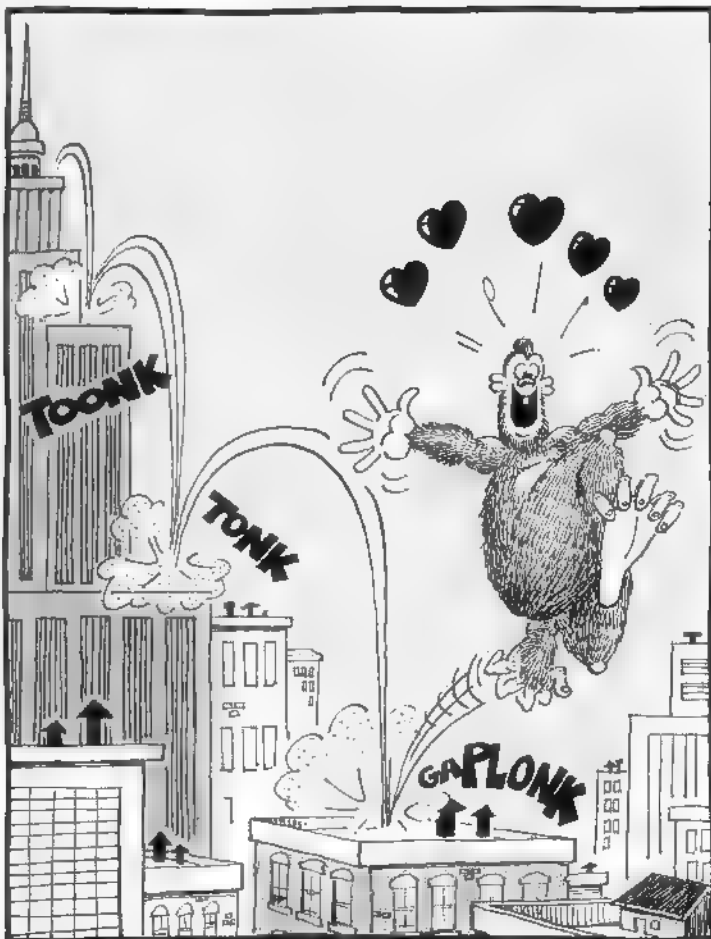






WRITERS: SERGIO ARAGONES AND DON EDWING    ARTIST: DON MARTIN





Thinking about what career to get into? Wondering whether or not you'll fit in? Well, here's the sixth in a series of tests designed to help you choose your future line of work. Mainly, discover your true abilities by taking...

# MAD'S APTITUDE TEST NUMBER SIX WILL YOU MAKE A GOOD PSYCHIATRIST?

1. As a Psychiatrist, you suggest to a patient that sessions be daily instead of twice a week. This usually means that:

A. The credit check you ran on him came back positive.  
B. She's gorgeous and sexy, so why shouldn't you get turned on as often as possible.  
C. Your regular bridge partner has moved away, and you've suddenly got this free time to fill.  
D. Any of the above.



2. From the pencil in his hand, we can tell that this Psychiatrist is:

A. Making progress in finishing the crossword puzzle he began during his first session this morning.  
B. Finding out that he can draw a picture of Bugs Bunny from memory.  
C. Calculating how much of a "cost-of-living" increase he can add to his hourly fee and still hold on to his patients.  
D. Any of the above.

3. A woman patient confides that she carries on conversations with her St. Bernard, spends week-ends hiding in a closet, and is terrified of walking on linoleum. As a Psychiatrist, what do you say when she pleads for your advice?

A. "How do YOU feel about it?"  
B. "I think you *KNOW* the answer to that already!"  
C. "What is it you *REALLY* want to tell me?"  
D. Any of the above.

4. Complete the following sentence: Running a Group Therapy session is helpful because \_\_\_\_\_.

A. Listening to patients arguing and screaming at each other provides wonderful entertainment.  
B. One of the patients may come up with an insight that you were incapable of seeing by yourself.  
C. Sitting back and playing God is a real kick.  
D. All of the above.

5. A patient catches you falling asleep while he is pouring out a sob-filled tale of how he was ignored as a child. What is the proper response to his accusation?

A. "I was merely testing your reaction to MY ignoring you!"  
B. "My powers of perception increase when I close my eyes!"  
C. "Your hour is up!"  
D. Any of the above.

6. From time to time you will ask a patient to describe his dreams. Listening to dreams helps you by:

A. Providing you with some swell stories that you can share with your fellow Shrinks at the next annual convention.  
B. Giving you a chance to use impressive Shrink gibberish such as "suppressed anger," "unconscious urges" and "deep-seated ego manifestations."  
C. Getting your patients off their real problems, which you can't figure out anyway.  
D. All of the above.

7. Some patients become so dependent on you that they call you night and day with trivial problems. This should tell you that:

A. It's time to include a fee for "Telephone Consultation" in your bill.  
B. You've got the sucker so strung out that he's hooked for another two years of treatment, at least.

other two years of treatment, at least.

- C. You can really get your jollies by busting his chops and putting him on "hold."  
D. Any of the above.

8. While interviewing a prospective patient, you suddenly learn that he is unemployed and without funds. What should you tell him?

A. "Learning to live with your problems is often preferable to going through the agonies of analysis!"  
B. "You, I am happy to say, are what we Psychiatrists classify as 'normal!'"  
C. "I think I should see you twice a week! With any luck, I may be able to work you into my schedule in a year or two!"  
D. Any of the above.

9. After twelve years of therapy, a patient announces that he is making no progress and is quitting. Which of these is your most effective response?

A. "Impatience has always been one of your problems, hasn't it?"  
B. "Quit if you wish, but I cannot take responsibility for the consequences!"  
C. "I was waiting for you to get to this point! Now, we can really begin to work!"  
D. Any of the above.

10. Eventually, of course, there comes a time when therapy is concluded. This usually happens when:

A. The patient's awareness of your incompetence overrides his need for your help.  
B. The patient dies.  
C. You die.  
D. Any of the above.

## SCORING

If you answered "D" to all questions, you have the ability to make a good Psychiatrist.



Hi, we're the **Cleaner family!**  
As you may have noticed, nobody  
on television's **cleaner** than us!

I'm **Warm Cleaner**—devoted father,  
loving husband, and a man with a  
**gentle sense of humor!** Which is a  
good thing, although if the **humor**  
around here was any **gentler**, we'd  
need **Juan Valdez** and half the  
**coffee** in **Colombia** to keep us awake!

I'm **Spoon Cleaner**, the wisest  
mom in America! I understand  
husbands, kids, and pets! The  
only thing I **don't** understand  
is why I do all my **housework**  
wearing **pearls**, **high heels**,  
and a **stylish dress!**

A BAD CASE OF THE RE-RUNS DEPT.

# REPRIE

I don't think I'm goin'  
to school today, Golly!  
The guys have been **teasin'**  
me about **our family!** They  
say we're "like a mushy  
loaf of **white bread!**"

Makes  
you  
kinda  
**Wonder**,  
huh,  
crumb?

Knock it off,  
Ettie! Don't  
you have an  
**obnoxious**  
lesson now?

Thanks for  
reminding  
me, creep!  
This semester  
I'm teaching  
the class!

Gee, Dad, it's sure neat the  
way we mess around together  
on Saturdays! 'Specially  
when you're fixin' "**traptions**  
an' stuff! What's that thing?

The **laugh track** from our show,  
Beaver! I'm afraid it's **worn out**  
from laughing at too many of  
your **mispronunciations**, not to  
mention all our other **lame jokes!**

ARTIST: ANGELO TORRES

Warm,  
I'm  
really  
worried  
about  
the  
Beaver!

Oh? Did he fall  
into the pond?  
Refuse to kiss  
Aunt Bertha?  
Come in last in a  
**spelling bee?**

No, he says  
he's seen an  
alien from  
another  
planet! Isn't  
that strange?

Actually, compared  
to a mom and dad  
who can bring up  
**two sons** without  
ever raising their  
voices, it sounds  
**100% plausible!**

Warm, Beaner isn't the  
**only person** around here  
I'm worried about...  
while you've been off  
to work everyday, I've  
become attracted to our  
neighbor, **Oddy Nelson!**

**Nelson?**  
That boob?  
But why?  
He's not  
rich or  
handsome!

I  
know—  
but at  
least  
he's  
always  
home!

Hi!  
Anybody  
spare a  
**cup of**  
**sugar?**  
Or a  
job?

I'm Golly Cleaner, and I'm the quintessential all-American big brother! In other words, I comb my hair a lot, I protect my kid brother, and I have no idea how to spell words like "quintessential!"

I'm Beaver Cleaner, although my real name is Thermidor! If you're wondering how a kid named Thermidor got to be called "the Beaver," join the club!

I'm Lardy Monjello, the Beaver's best friend! We've got a lot in common—we like to eat, we both wear baseball caps a lot, and we like to eat! Actually, I can eat a lot more, but sometimes the Beaver's "cute routine" makes me too nauseous!

I'm Ettie Hassie, Golly's best friend! I'm an obnoxious, insulting, creepy weasel! These personality traits have recently gotten me a part-time job as Vice President Nixon's election strategy headquarters!



# WE IT FOR BEAVER

Mom! Mom! Guess what happened to me on the way home from school!

First things first, Beaver! How about some milk and cookies?

But Mom—I saw an alien! From another planet! I even talked to him!

Hmmm... maybe the alien would like some milk and cookies...

So what happened when you told your mom you saw a guy from outer space, Beaver?

She asked if he wanted milk and cookies!

Yeah? Think I could pass for a guy from outer space?

BEAVER CROSSING  
DRIVE WITH CARE



WRITER: DENNIS SNEE

...and so you see, Beaver, there's no such thing as a "man from Mars" or an "alien from another world!"

But I seen him! He was like nothin' I never seen in Mainfield before, ever!

You only see "beings" like that in movies or comic books! You don't see them here in Mainfield!

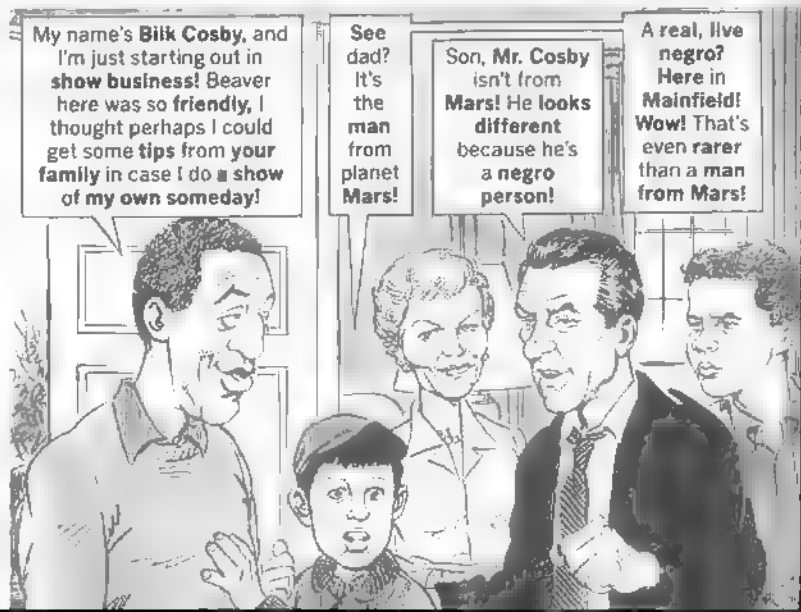
There's the front door! I'll get it!

My name's Blik Cosby, and I'm just starting out in show business! Beaver here was so friendly, I thought perhaps I could get some tips from your family in case I do a show of my own someday!

See dad? It's the man from planet Mars!

Son, Mr. Cosby isn't from Mars! He looks different because he's a negro person!

A real, live negro? Here in Mainfield! Wow! That's even rarer than a man from Mars!



CARRYING THE OLYMPIC TORTURE DEPT.

# EXTINCT from days

ARTIST AND WRITER:

## COMPULSORY HIGH BOARD DIVING

I just hope they're vegetarians!

## 100 METER FREESTYLE MOAT SWIMMING

Open up, idiot!

## BAD NEWS RELAY

Take this!

No way!



# ***SPORTING EVENTS*** ***gone by...***

PAUL PETER PORGES

**PYRAMID JERK & PRESS LIFTING**

Oy veh!

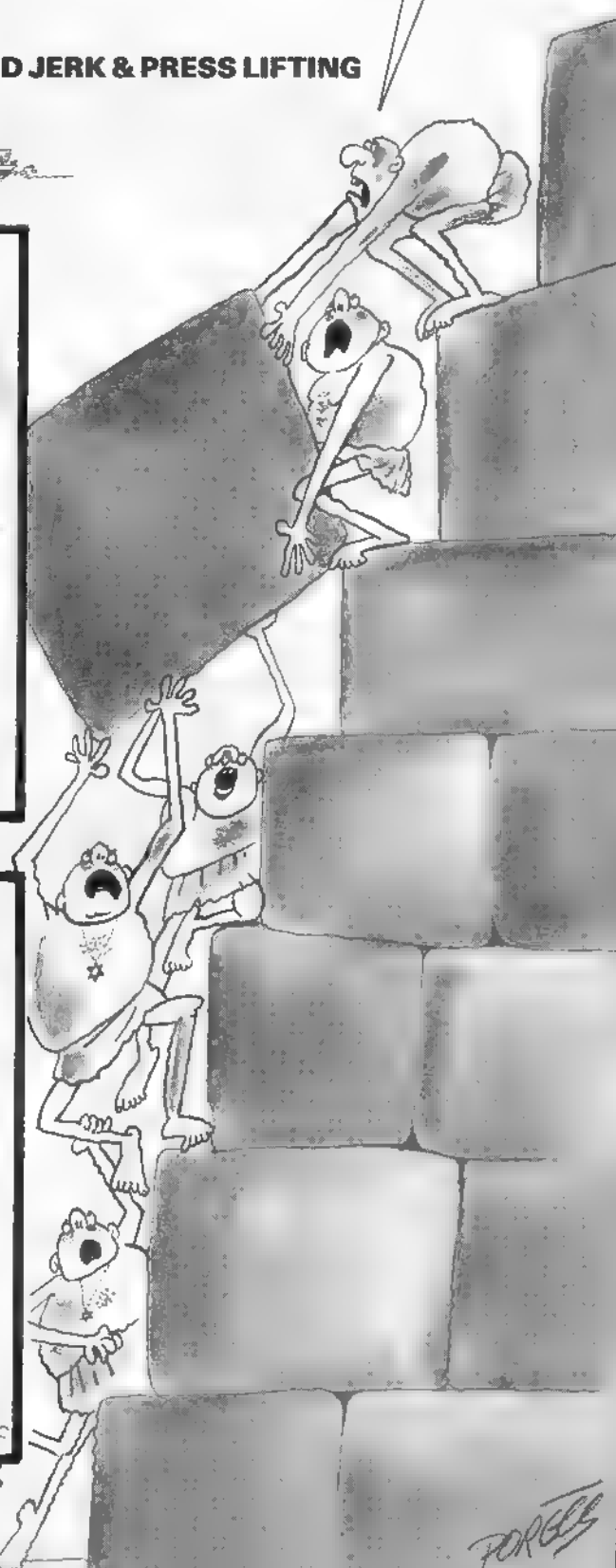
## **WILD WEST AEROBIC DANCING**

Yore doin' fine,  
twinkle-toes!

## **SEDAN CHAIR ENDURANCE RACING**

Eat my dust,  
Princess!

Move, you filthy swine!  
If that cow wins,  
I'll have your heads!



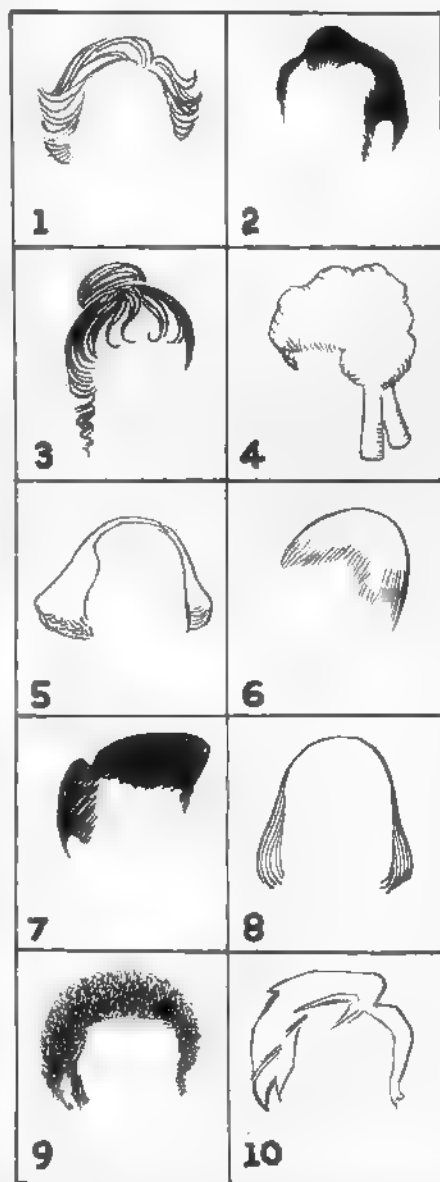
PORGES

If you've ever been unlucky enough to see a copy of The Congressional Record, you're already aware that it's the most boring publication in America! We think it would be a lot more fun to read if its editors added a feature like this one, which we call

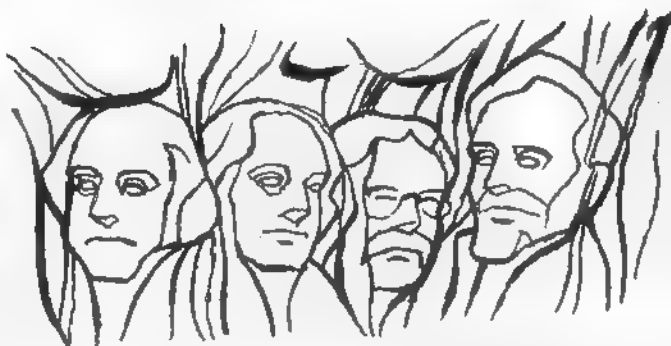
# MAD'S CONGRESSIONAL RECORD

## HAIR STYLE ROULETTE

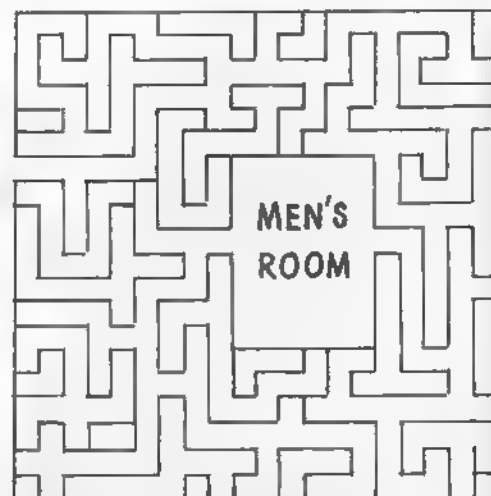
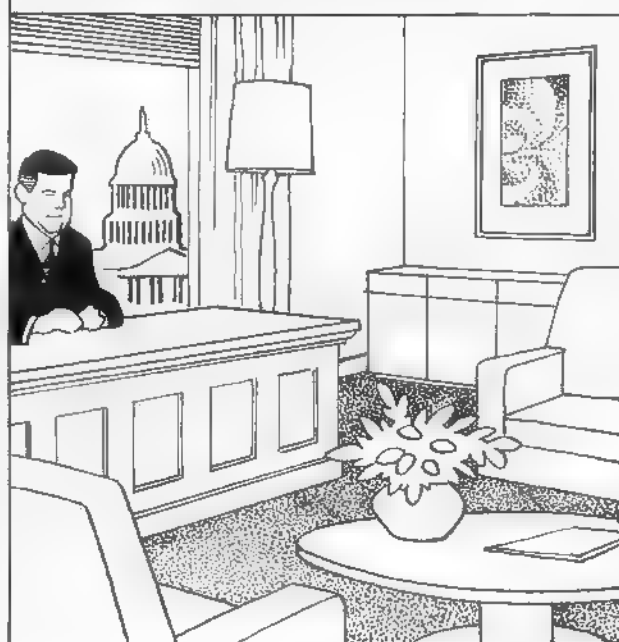
WASHINGTON, DC HAS SEEN MANY NOTABLE HAIR STYLES COME AND GO OVER THE YEARS... CAN YOU MATCH THE PERSON WITH THEIR FAMOUS WASHINGTON HAIR STYLE?



- A TIP O'NEILL
- B TED KENNEDY
- C BEN FRANKLIN
- D RONALD REAGAN
- E GEORGE WASHINGTON
- F ABE LINCOLN
- G MARTHA WASHINGTON
- H FRANK SINATRA
- I JESSE JACKSON
- J DOLLY MADISON
- K NONE OF THE ABOVE



## WHAT'S WRONG WITH THIS PICTURE?



# PUZZLE

# PAGE

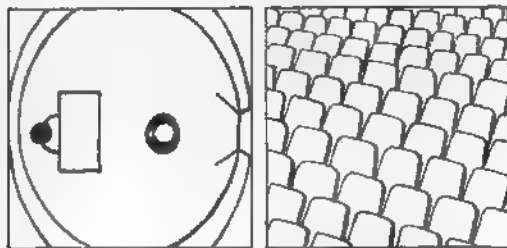
ARTIST: BOB CLARKE

WRITER: DON EDWING

**WHAT IS THIS  
ON THE LEFT?**

## WASHINGTON EYE PUZZLERS

CREATE AN APPROPRIATE  
TITLE FOR EACH OF THE  
EYE PUZZLERS BELOW.



## CONGRESSIONAL MAZE

SEE IF YOU CAN  
GET THE CUTE NEW  
CONGRESSIONAL  
PAGE IN AND OUT  
OF THE MEN'S ROOM  
BEFORE THE  
CONGRESSMAN  
CAN CATCH HIM!



## QUOTE QUIZ

MATCH THE FIGURE ON THE LEFT  
WITH THE PHILOSOPHY ON THE RIGHT



**1** SENATE REPUBLICANS



**2** HOUSE DEMOCRATS



**3** THE PRESIDENT



**4** NANCY

IF IT WEREN'T FOR  
ME... THE DEFICIT  
WOULD BE IN  
WORSE SHAPE!

**A**

WHAT'S FOR  
LUNCH?

**B**

MY PLAN FOR THE  
NEW TAX PLAN IS  
THE ONLY ONE!

**C**

I'LL TAKE THE  
RESPONSIBILITY AND  
CREDIT FOR ALL THE  
NATION'S UPSWING!

**D**

FOR ANSWERS, TURN TO THE FOLLOWING PAGE →



# PUZZLE

# PAGE

# ANSWERS

## ANSWER TO HAIR STYLE ROULETTE

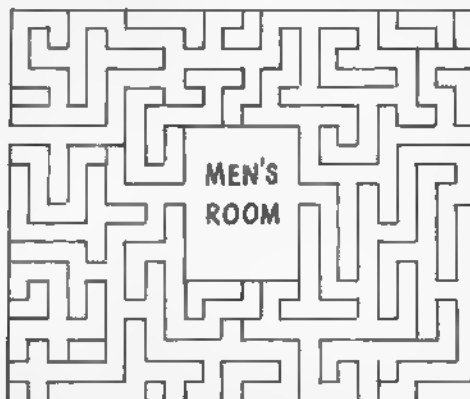


**CLEVER YOU !!**

**K** IS CORRECT... ALL THE HAIR STYLES WERE WORN BY LIZ TAYLOR\* AT ONE TIME OR OTHER.

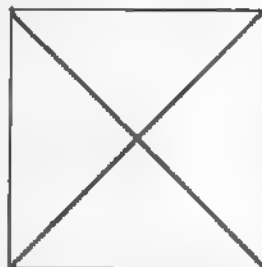
\*EX-WIFE OF WASHINGTON'S SENATOR WARNER

## SOLUTION TO CONGRESSIONAL MAZE

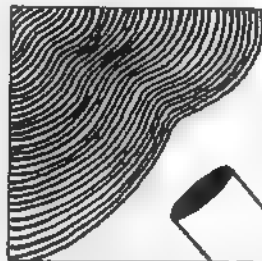


FORGET IT! THERE'S NO WAY A PAGE CAN ESCAPE THE FACTS OF LIFE !!

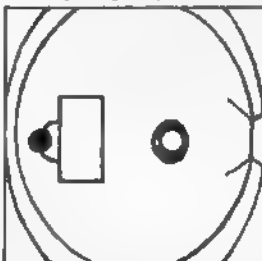
## EYE PUZZLER ANSWERS



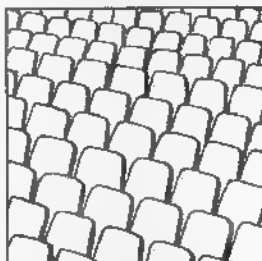
BIRD'S-EYE VIEW  
OF WASHINGTON  
MONUMENT



REAGAN BLOW-DRYING  
HIS HAIR

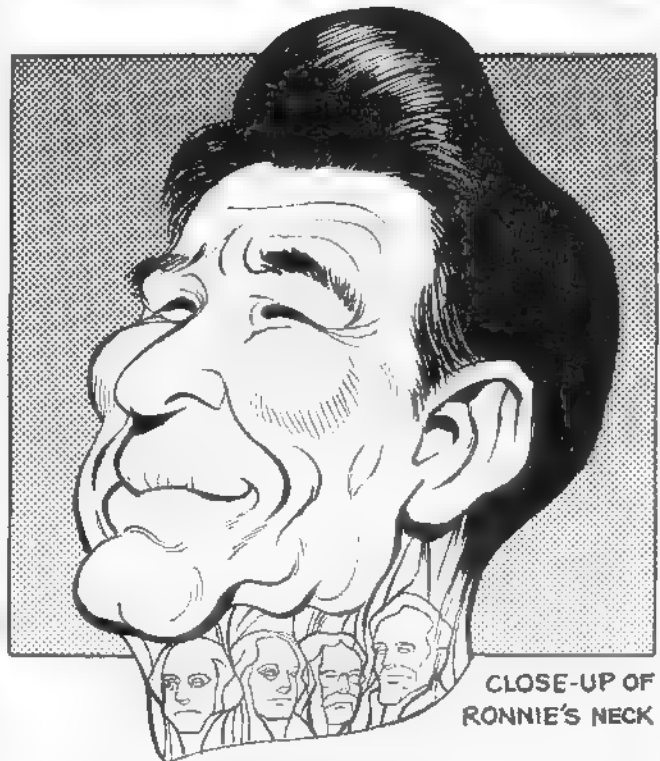


BIRD'S-EYE VIEW OF  
TIP O'NEILL  
IN THE OVAL OFFICE



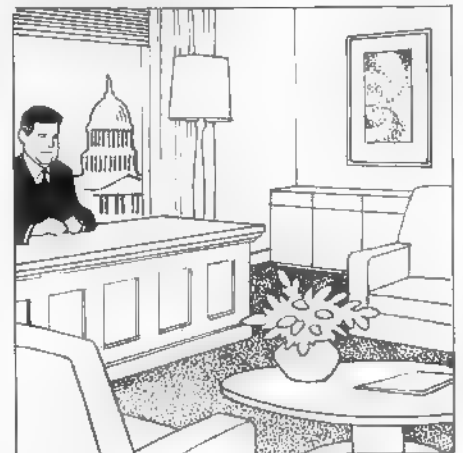
CONGRESS ASSEMBLY  
HALL SEATS, TEN  
SECONDS AFTER  
RECESS IS CALLED !

## ANSWER TO WHAT IS THIS ?



CLOSE-UP OF  
RONNIE'S NECK

## ANSWER TO WHAT'S WRONG WITH THIS PICTURE ?



RUN FOR IT... IT'S AN ABCAM SET-UP!

## ANSWERS TO QUOTE QUIZ



1. (B)



2. (B)



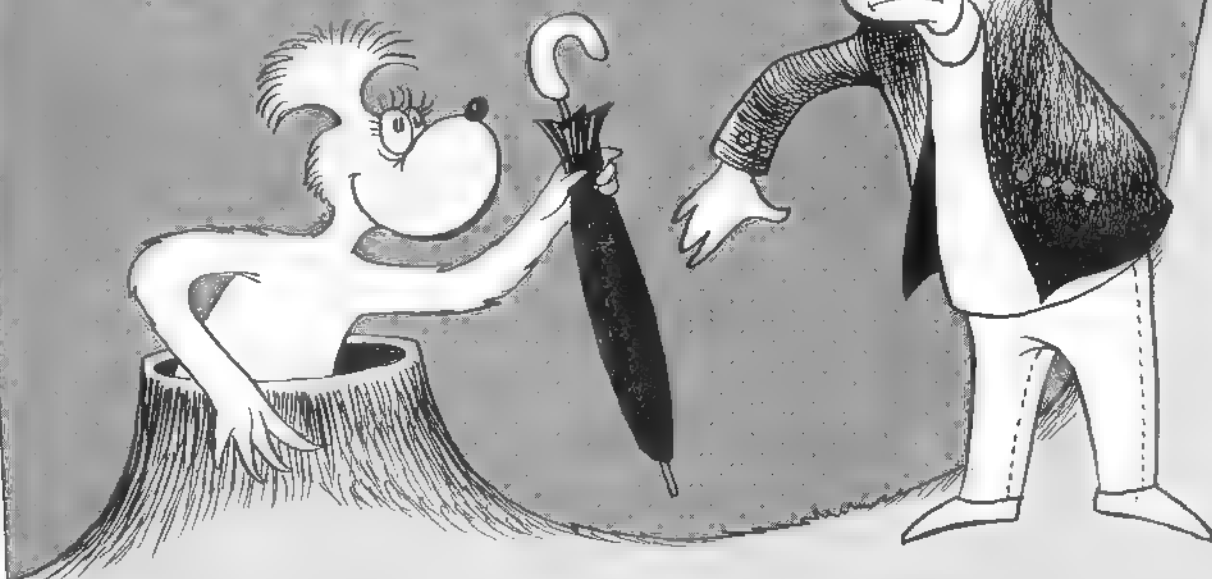
3. (B)



4. (A) (C) (D)

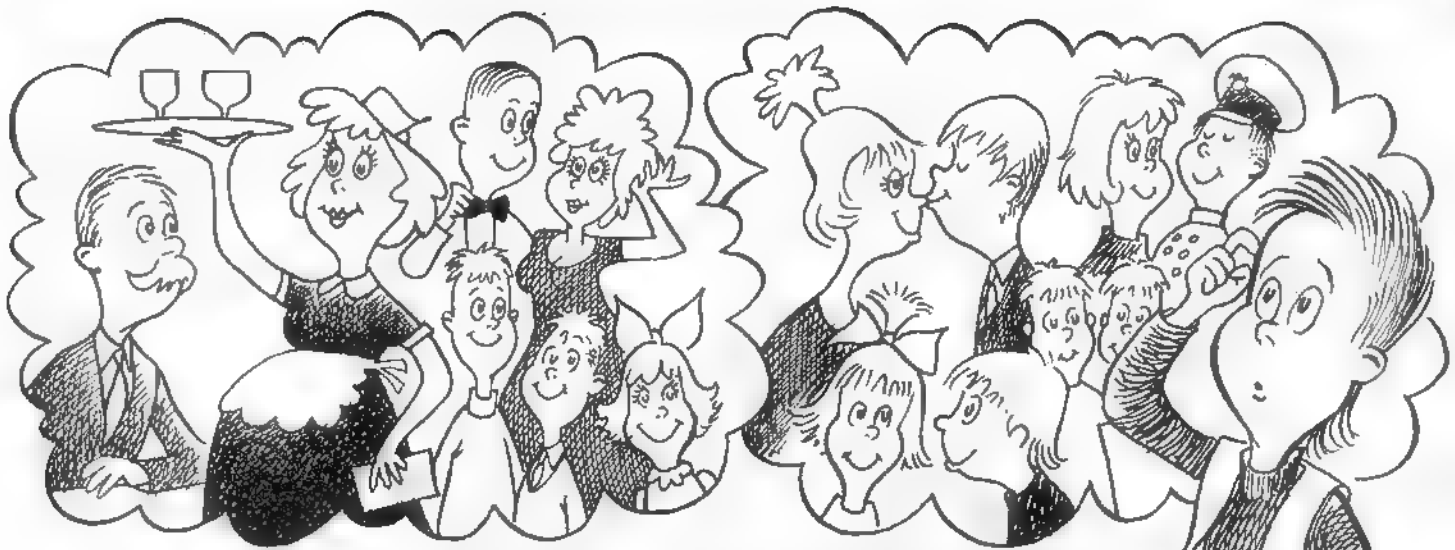


# The Real-Life. TELL-IT- LIKE-IT-IS Dr. Seuss



The story's for kids who once dug Dr. Seuss,  
But now feel that his tales have no practical use;  
So let's hope that these pages are more on the mark,  
With rhymes by FRANK JACOBS and pics by BOB CLARKE!





This mixed-up young fellow is Gregory Green,  
Whose folks were divorced when he'd just turned 13.  
His Dad's very keen on a Waitress, Doreen,  
Once the wife of Eugene, who's now wed to Maxine.  
His Mom lives with Dean, on the outs with Eileen,  
Who brought home a Marine whom she met in Racine.  
Doreen has three kids, Elmer, Gus and Irene,  
And may soon have a fourth, if you know what we mean.  
While Dean has two daughters, Pauline and Francine,  
Also two sets of twins from his first wife, Colleen.  
If you now understand this bewildering scene,  
Then we hope you'll explain it to Gregory Green!



Great Gumballs! Whatever's the matter with Clarence?  
It's 7 p.m. and he can't find his parents!  
His face is as sad as a basset-hound puppy's,  
Which happens when parents are high-powered Yuppies.  
His Dad, if you please, is a very big cheese,  
Making millions in fees from long trips overseas.  
His Mom's on the go, a VP, don't you know,  
Pulling down lots of dough for a big TV show.  
Their faces young Clarence can barely remember;  
The last time he saw them was back in September.  
He's now so fed up with this lonely routine  
That he'd even trade places with Gregory Green!





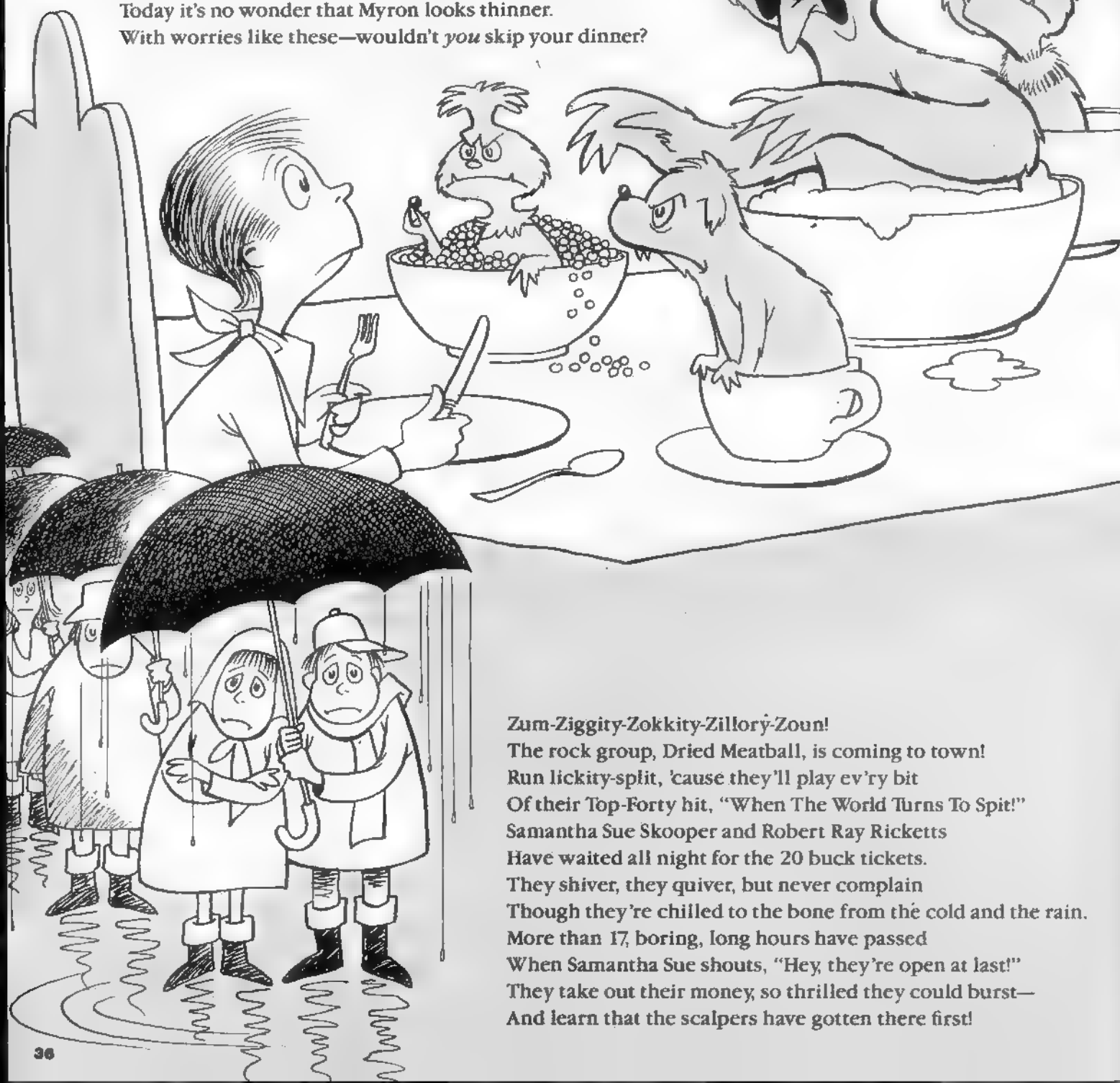
Have you heard of young Benjamin Brilligan Beales  
Who wanted to purchase his first set of wheels?  
He eyed a used '68 Chevy Deluxe,  
But the bank wouldn't loan him the 600 bucks.  
Well, Ben really wanted that snaffulous car,  
So he sold his Atari and old VCR,  
His 53 tapes of The Boss and Madonna,  
His album of stamps from Zimbabwe and Ghana,  
His autographed pic of Sylvester Stallone,  
His seven-speed bike and his Mickey Mouse phone.  
When he counted the proceeds, he felt very grand,  
Holding 600 bucks in his hot little hand.  
Let's hope that young Ben isn't lacking endurance;  
He'll need twice as much for the cost of insurance!



At the age of 15, Steven Sedgwick St. Surls,  
Loves to spend his free time with available girls.  
His buddies agree he's a stud who can make out  
With any young lady he's chosen to take out.  
Now Steven's an expert on sex and seduction.  
He's read tons of books and he's taken instruction.  
He's learned what to say when he's turning on chicks.  
He's mastered the moves and he knows all the tricks.  
He's learned how to fondle and how to caress—  
Now all that he needs is a girl who'll say "Yes."

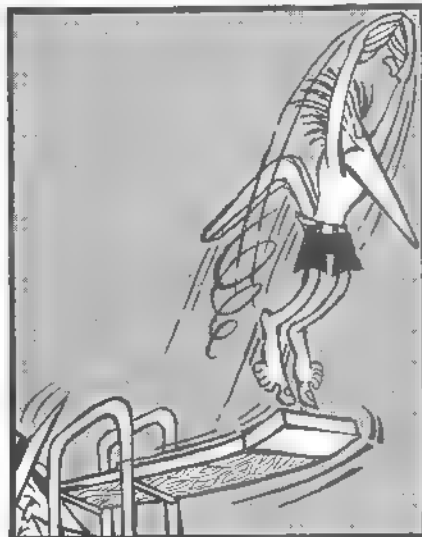
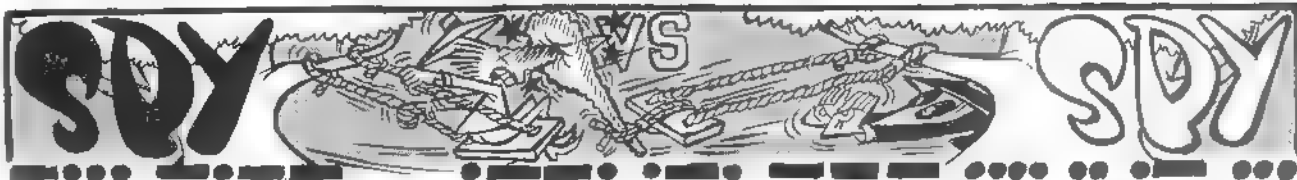


When Myron McGee was a small boy of 3,  
 A contented, well-nourished young toddler was he.  
 But when he turned 7, he learned folks had died  
 From cholesterol, starches and foods that are fried.  
 At 10, he was told that caffeine is a killer,  
 That salt makes you ill and that fats make you iller.  
 At 12, he heard peas cause a dreadful disease  
 Like the one people get from raw oysters and cheese,  
 Not to mention sclerosis from pork, beef, and lamb,  
 And the threat to your kidneys from green eggs and ham!  
 Today it's no wonder that Myron looks thinner.  
 With worries like these—wouldn't *you* skip your dinner?



Zum-Ziggity-Zokkity-Zillory-Zoun!

The rock group, Dried Meatball, is coming to town!  
 Run lickity-split, 'cause they'll play ev'ry bit  
 Of their Top-Forty hit, "When The World Turns To Spit!"  
 Samantha Sue Skooper and Robert Ray Ricketts  
 Have waited all night for the 20 buck tickets.  
 They shiver, they quiver, but never complain  
 Though they're chilled to the bone from the cold and the rain.  
 More than 17, boring, long hours have passed  
 When Samantha Sue shouts, "Hey, they're open at last!"  
 They take out their money, so thrilled they could burst—  
 And learn that the scalpers have gotten there first!





### Q-TIP HAT PIN



Keep your hat on and your ears clean! Stainless steel hat pin is the perfect addition to any wardrobe. Head of pin is covered with hand-spun cotton to safely clean your ears, cassette heads or navel!

### SHOELACE DENTAL FLOSS



Got something stuck between your teeth? Just pull out one of the strands of dental floss entwined in your shoe laces and get rid of the disgusting food particle! Approved by the American Dental Association!

### CAR DOOR LOCK-LIFTER EARRINGS



Ever lock yourself out of your car and not have an extra key? Simply attach the two telescoping metal earrings together and pop yourself back into the car!

### UTILIZE-CAPADES DEPT.

Everything in this article serves a dual purpose, except this intro, which serves no purpose at all! If

# MAD'S DUA CLOT ACCES

ARTIST: AL JAFFEE

### SOMBRERO ORANGE JUICER



Hats off to this invention! What better way to keep the sun out of your eyes and vitamin "C" in your body! Just squeeze oranges on hardened steel top to make as many screwdrivers as needed on hot days!

### TOUPEE TEA COZY



Hot tea all day! This grooming accessory will keep your teapot steaming! Uniquely designed from human hair, fits most standard tea pots. Available in blonde, brunette, and silver blue for older folks.

## NAPKIN TIES



Tie stained? No problem! Just rip off another sheet and you're ready for a night on the town or that big meeting. Also handy if you run out of toilet paper!

## PEARL NECKLACE BIRTH CONTROL PILLS



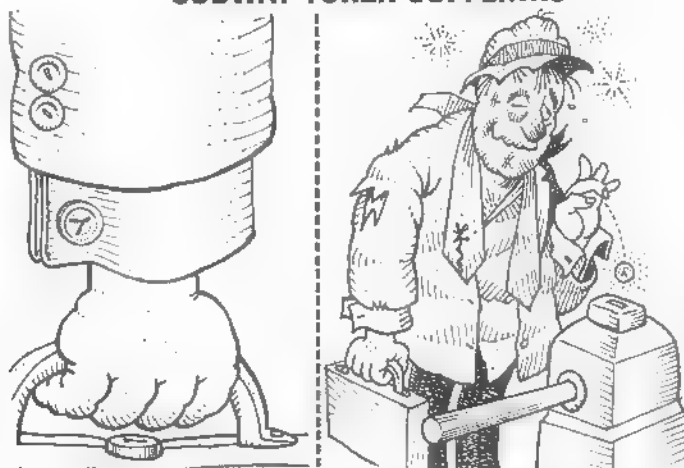
Don't leave home without them! Convenient! Practical! Great for those mornings when you left the house in a rush! Also available: Diaphragm earmuffs.

you don't understand what this article is about just from the title, then you probably don't need ...

# L PURPOSE HING SORIES

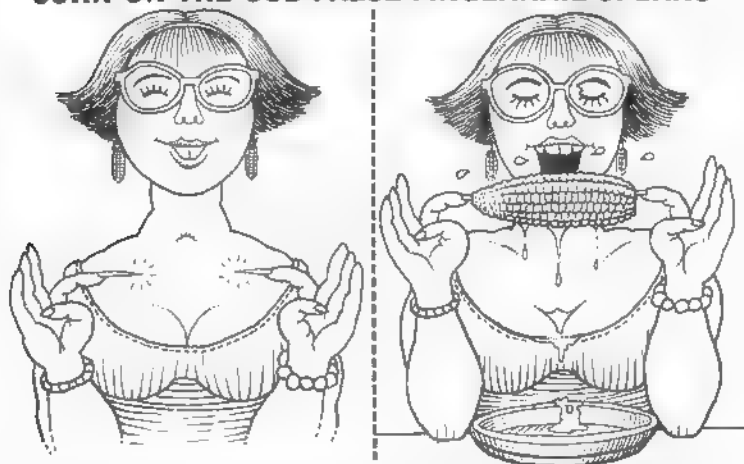
WRITER: MARK A. DRESSLER

## SUBWAY TOKEN CUFFLINKS



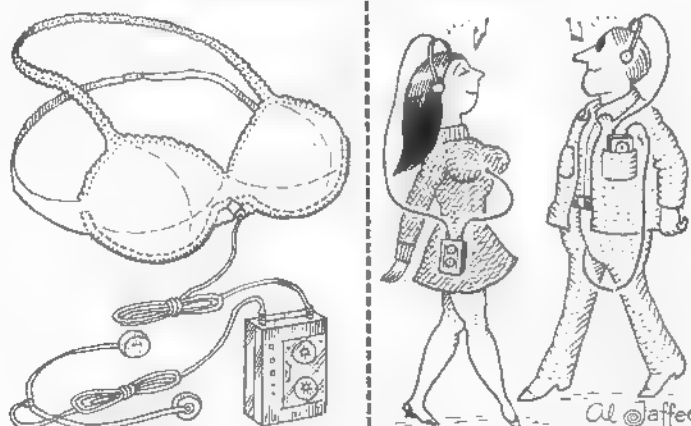
A must for any city dweller! With these decorative cufflinks you can get mugged and still take a subway home! Also available: matching token tie clip!

## CORN-ON-THE-COB FALSE FINGERNAIL SPEARS



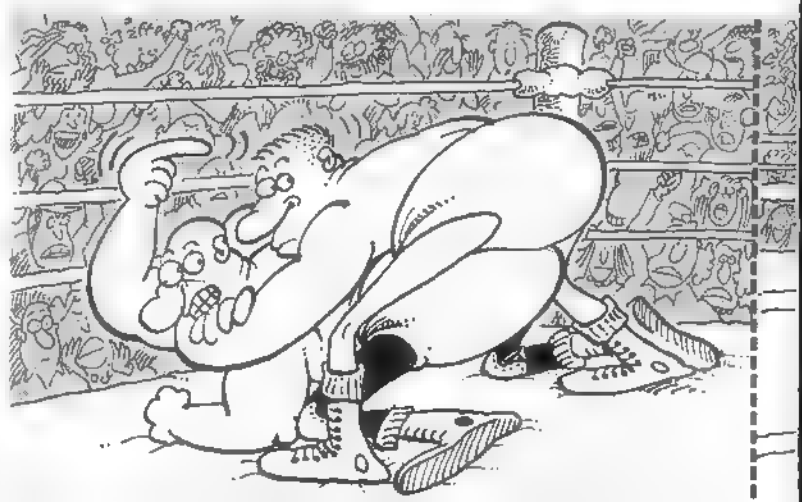
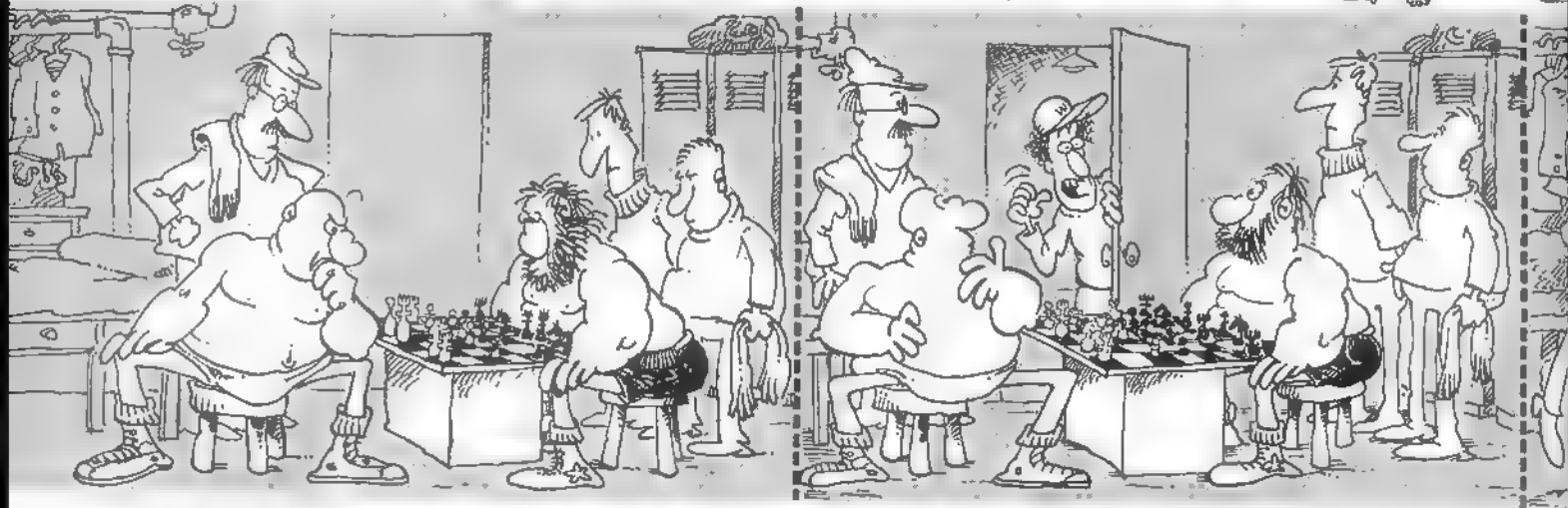
Enjoy corn-on-the-cob without all the fuss and mess! Index fingernails have sharpened elongated tip to spear corn for carefree eating. Also great for cocktail parties when there aren't any toothpicks left!

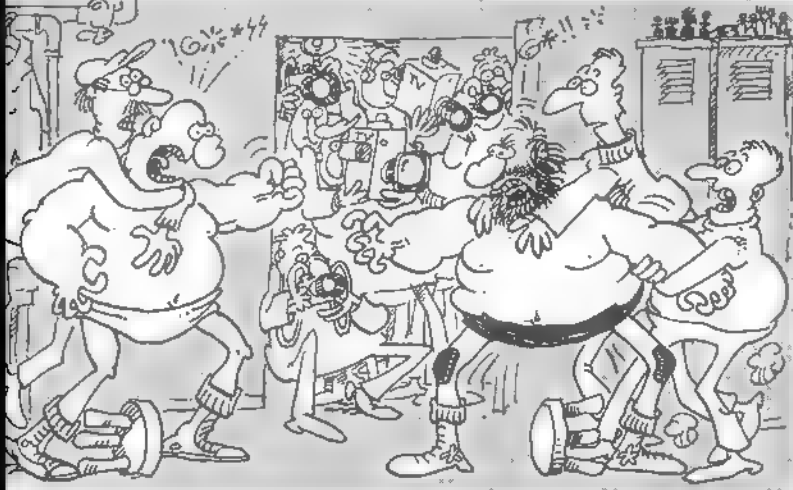
## UNDERWIRE BRA ANTENNA



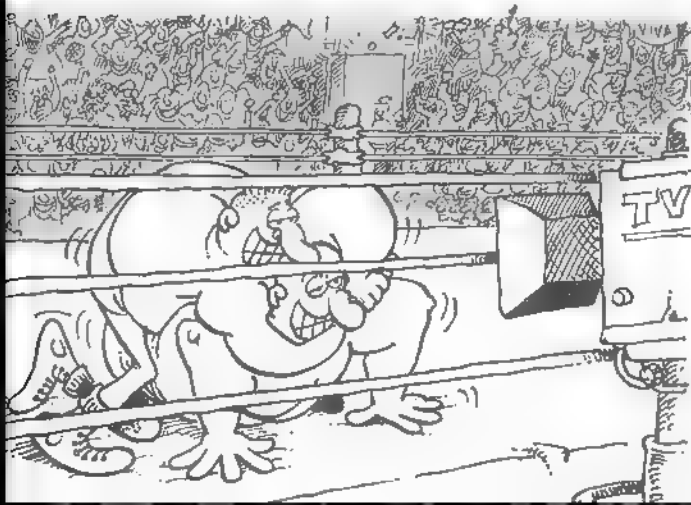
This sexy sporting accessory is really a powerful FM Antenna! Simply plug your Walkman into this specialized piece of underwear and you're all set! The bigger the cup size, the better the reception! Men—get the all-new Underwire Athletic Supporter!

# A MAD LOOK AT

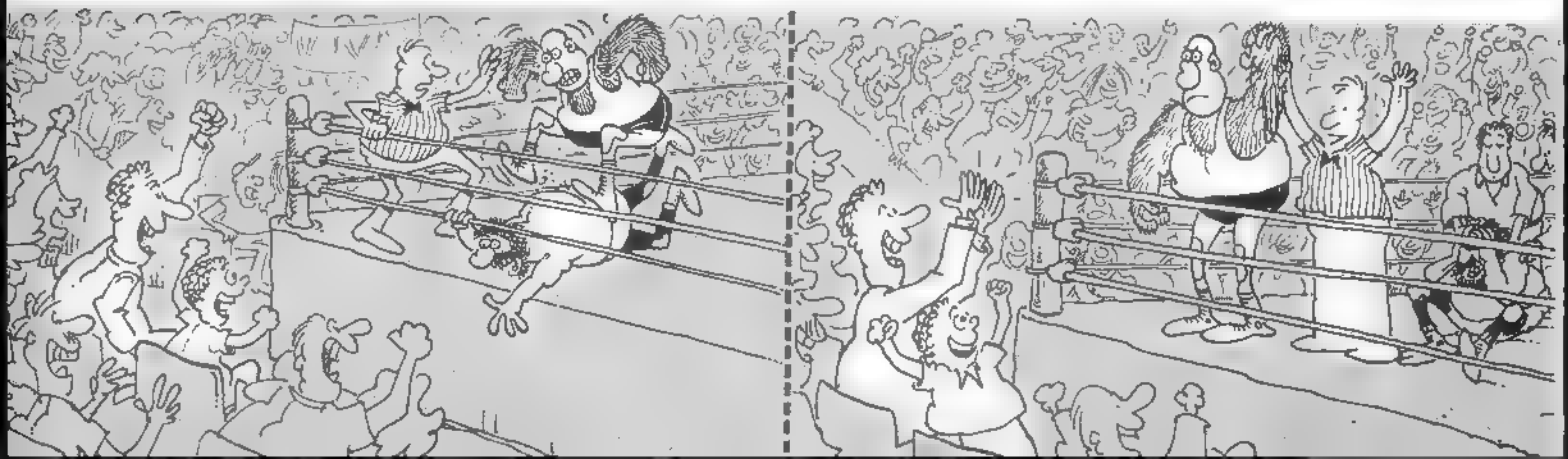
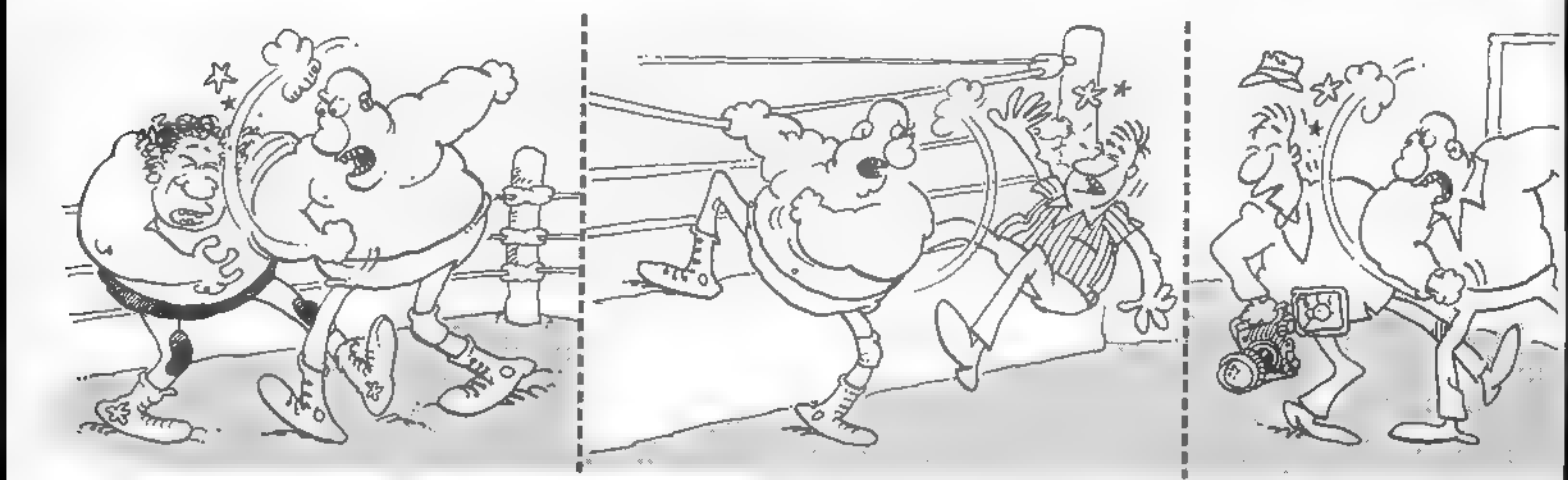
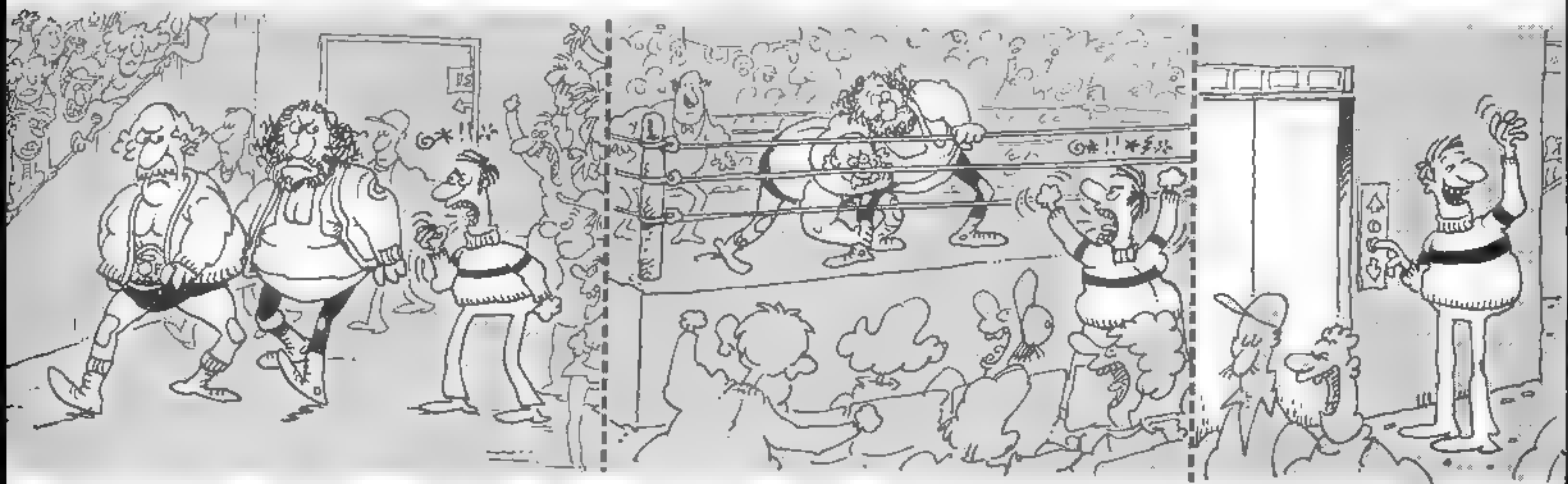


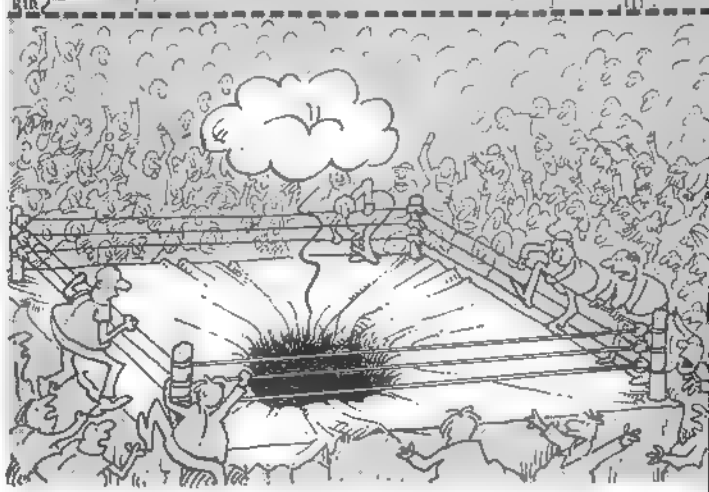
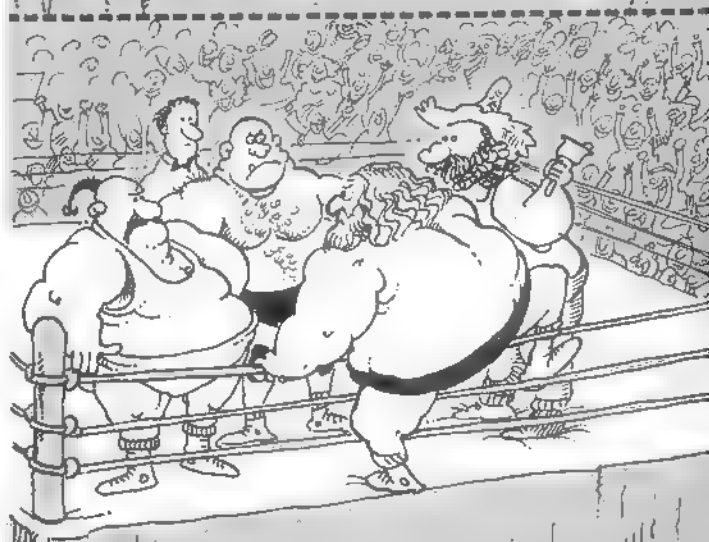
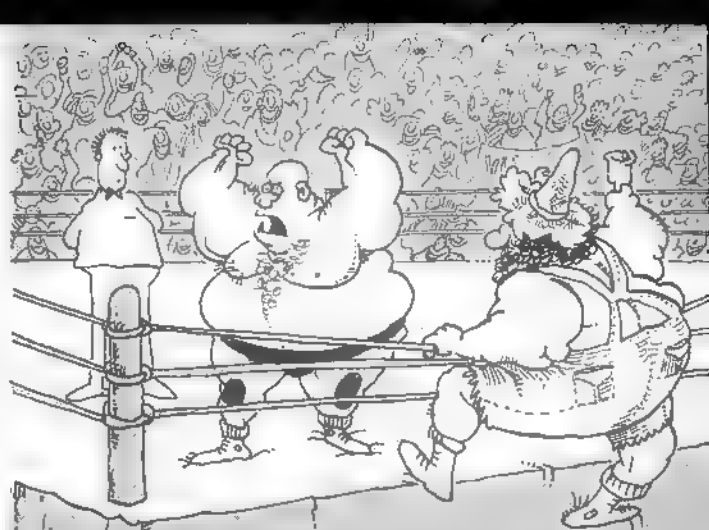
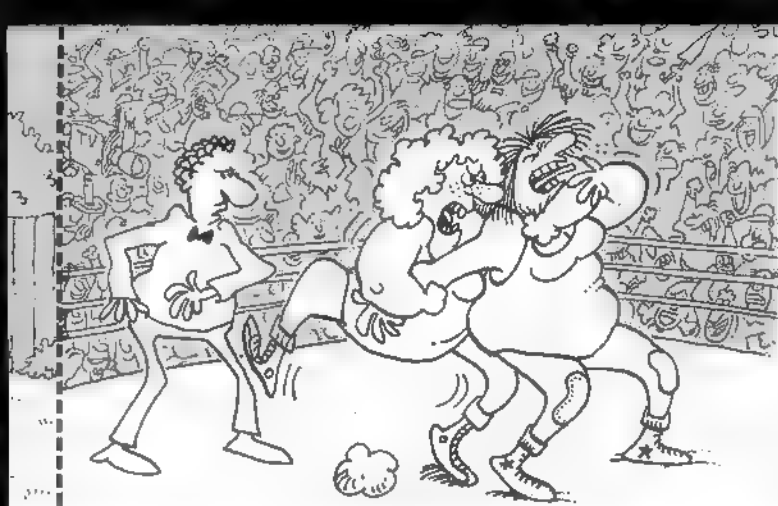


WRITER AND ARTIST: SERGIO ARAGONES









# MIRACLE DIP DEPT.

There's a syrupy, sickeningly sweet television show on the air that exploits the sick, elderly and needy. It's about a goody-two shoes angel who reforms non-believers and restores their faith by spouting a few well-worn clichés in each episode. It's true he may be showing them the road to salvation, but he's leading the rest of us down a...

My name is Yawnaton Snit. I'm an angel! I go from place to place brightening people's lives by telling them that every cloud has a silver lining... that it's always darkest before the dawn... that into everyone's life, a little rain must fall... I could go on, but I promised the American Diabetes Foundation that I'd limit my sugar-coated clichés to six per minute!

I'm Murk, a crusty, clichéd, heart-of-gold buffoon. It is written, "We are all created in the image of the Lord"! Yawnaton says in my case, the Lord made an exception!

I'm the Flying Nun! I'm here to remind us all of how TV used to treat religious subjects—with respect, dignity and good taste!

I'm a cute, loveable child with some horrible disease! As Producer, Michael Landon uses me in most episodes to inspire hope and guarantee tears. But since MAD refuses to stoop that low and use me in their satire, I'm just going to die right here! Gasp!

I'm God. Michael Landon and I have a deal. I get to do bit parts on his show, and in return I grant him miracles—like letting this show be a hit!



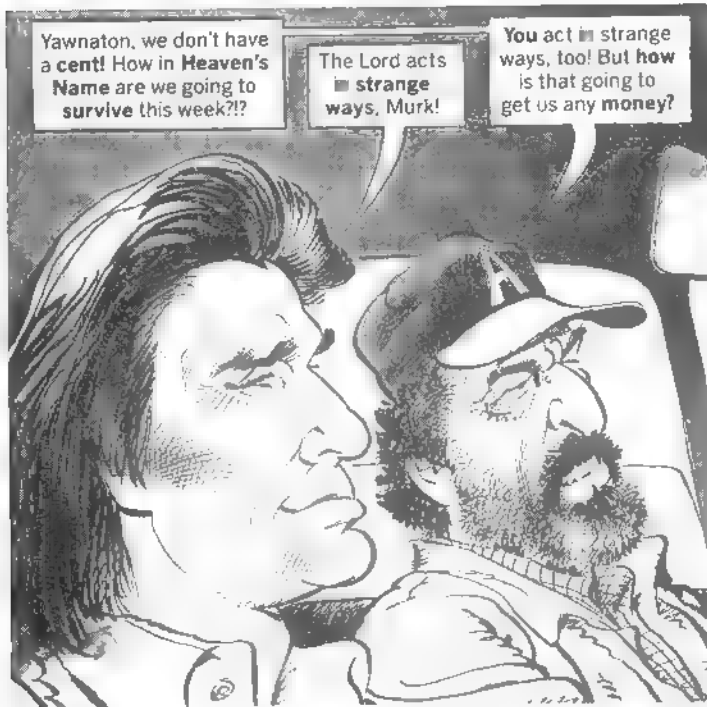
What's wrong with Yawnaton's hair?!? It's styled three feet over his head!

That's to hide the halo he wears under it!

Why doesn't Yawnaton go to where he's really needed—like Iran?

Iran! Never! It's full of Arabs and Ayatollahs! There are some things beyond even God's power!

# HIGHWAY TO HEAVING



Yawnaton, we don't have a cent! How in Heaven's Name are we going to survive this week!?

The Lord acts ■ strange ways, Murk!

You act ■ strange ways, too! But how is that going to get us any money?

ARTIST: MORT DRUCKER

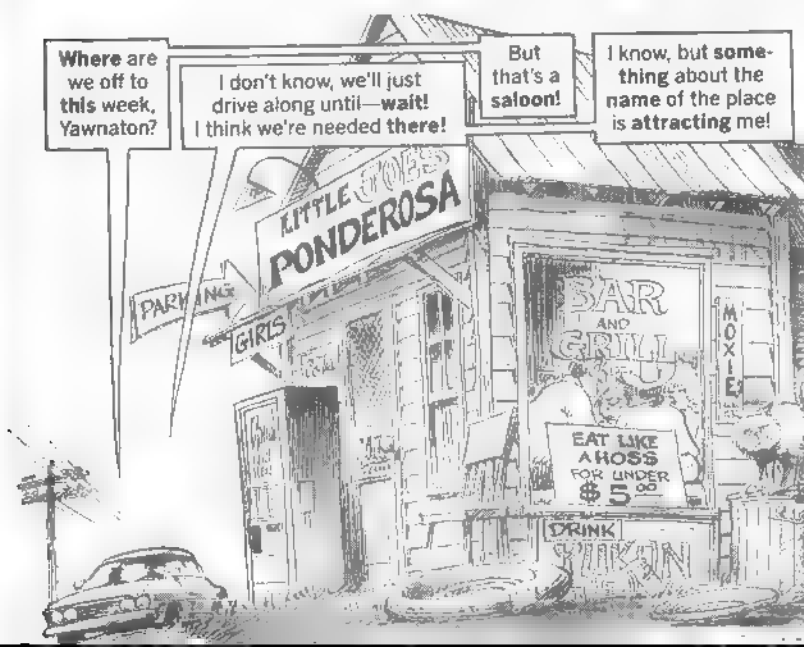


See, I told you we'd get money! Twenty straight wins in that Bingo game!

But what about those poor people in there? How could the Lord gyp them so badly?

The Lord had nothing to do with it! I worked out ■ deal with the pastor of the church. We split everything 50-50!

WRITER: DICK DE BARTOLO

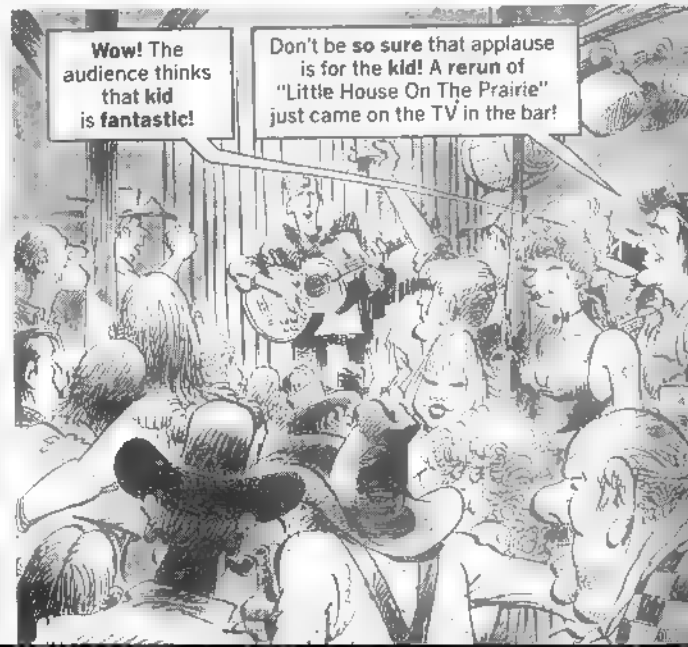


Where are we off to this week, Yawnaton?

I don't know, we'll just drive along until—wait! I think we're needed there!

But that's a saloon!

I know, but something about the name of the place is attracting me!



Wow! The audience thinks that kid is fantastic!

Don't be so sure that applause is for the kid! A rerun of "Little House On The Prairie" just came on the TV in the bar!



Listen, kid. You heard the **applause** and **screaming** for encores after you performed. I'll level with you. You're **average**. But I'll take a **long-shot** and put you under a **200-year, iron-clad** absolutely **unbreakable contract**.

Gee, **under contract**, I don't know.

Maybe you'd **prefer** being an **underground** rock star?

You mean playing **small** **select** clubs?

No, I mean an **UNDERGROUND** rock star! Like **Elvis**!

Gulp! "**under contract**" sounds great!

The percentage will be the **usual** 15%.

Well, at least **that's** fair! I'll **gladly** give you 15%!

Wise up! The 15% is for you! Here, sign this!

OOPS!



Sorry I **slipped**!

We're **cooks**. We'd like to **work** for you.

Soul Food! But we also make a mean **Angel Food Cake** with **Miracle Whip**!

Bite your **tongue**!

Who in **God's** name are you?

What's your **specialty**?

Hmm. **Different**! You're **hired**! What the **hell**!

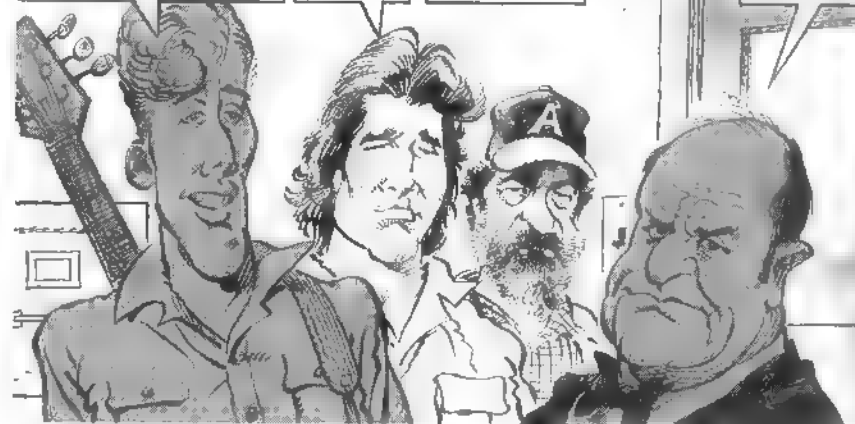
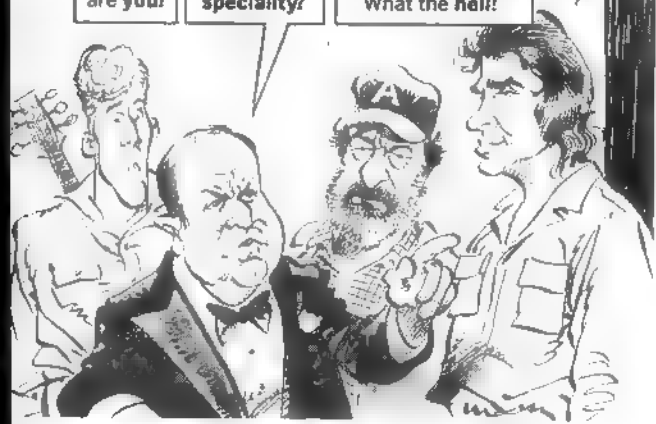
Mr. Ripoff, now that I'm under contract, can I have an **advance** on my **salary**? My family missed **one** rent payment in **25 years** and we now face **eviction**!

That must be some **rotten** landlord!

I'm the kid's **landlord**! He failed to say that I **already** gave him **one** extension!

Yes, but **two** hours isn't much **help**!

Sure, throw my **generosity** back in my **face**!



You see, my father's **out of work**. I go to **school** during the **day** and **sing** here at **night** and **work** week-ends as a **janitor** and my grand-mother has a **horrible** disease...

OK! OK! I appreciate your trying to **cheer** me up! I'll give you **another** two hour **extension**!

I see you have plans here for a **nursing home**! Then you're **not** the horrible person everyone **says** you are!

Those are the **OLD** plans for the **Varicose Lane Nursing Home**, which I just bought. These are the **NEW** plans to turn the home into the **Dacey Gambling Casino**!





Mr. Ripoff, what makes a man think he can **buy** anything he wants, **ruin** any life he wishes and **not be stopped?!?**

The same thing that makes a man own, write, produce, direct and star in his own TV show: **EGO!**

Well, that's where we differ! You have a distorted ego! Mine is **perfect!**

Yawnaton, this guy is **mean** and **rotten!** A real **SLEAZEBAG!**

Murk, that's an **awful** way to speak! There is **good** in everyone and it's **our** job to find it! So we're going to have to **hang around** that mean rotten sleazebag Ripoff until we do!



Do you **really** think God pays **special attention** to your work, Yawnaton?

Yes, I do! Sometimes I can't **exactly** put my finger on **why** I feel he watches over us, but I **sense** inside he does!

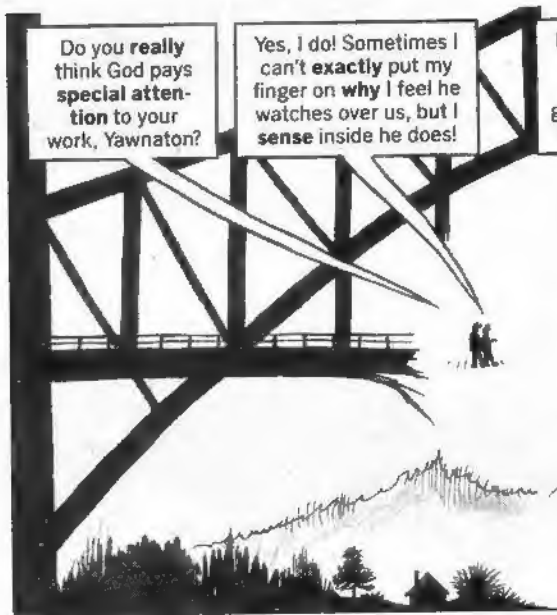
How is it going, kid?

**Great!** My first album went **gold** in **two days!**

Are you at least getting your 15%?

No, Mr. Ripoff says my 15% goes toward paying for **publicity, ads, greed, extortion...**

There's **more** to show biz than you realized, Billy Joe!



Ripoff, I've been going over **your books**. You pay your help **\$1.00** an hour. That's **illegal!**

They **have** to be paid **illegally**, you fool! They're **illegal aliens!**

**Big problems**, Yawnaton! I'm supposed to be on TV tomorrow and I don't have any **costumes!**

Wow! That's a **miracle!**

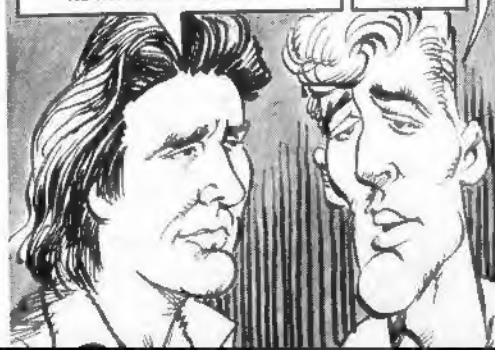
Not really! Airlines do stuff like that **all the time!**

I'm not so **sure** about that! A big suitcase full of costumes was just **misrouted** here, some 3,000 miles from its **intended** destination.

These are **great** costumes! I just wish they had something for a **boy!**

**Cute**, real cute, **Boss!** Next week, your part is gonna be even **smaller!**

Those costumes worked for **Prince** and **Boy George!**



So far, you've made five million dollars from Billy Joe Bob and he's earned \$53!

There **must** be something **wrong!** How did he come away with that kind of money?!



You know, if Billy Joe ever got out of his contract, you'd be in **big trouble!**

Go ahead, try and find a **loophole!**

OK, how about clause 1432: "This contract can be cancelled by Billy Joe, without penalty during an **elephant stampede on Thursdays at 1 PM.**"

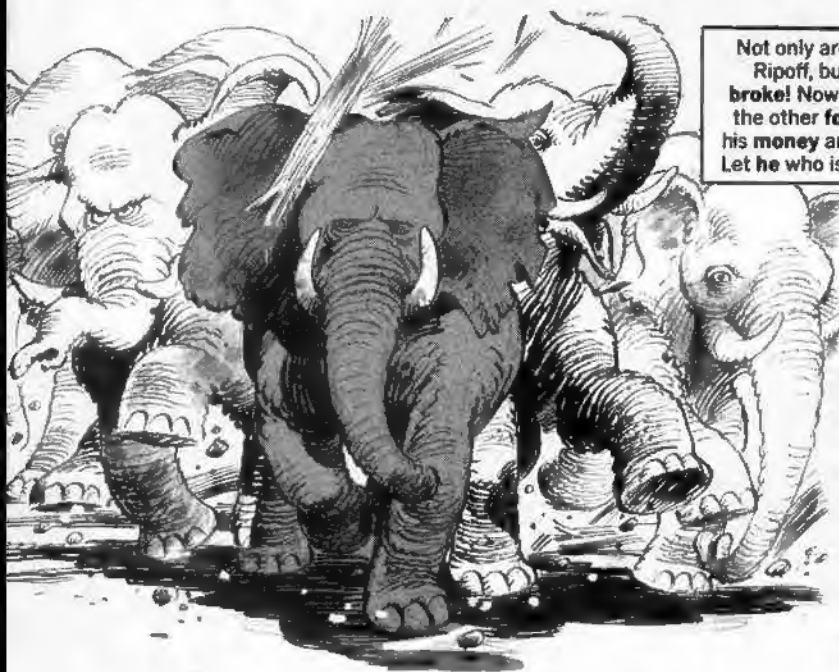
How'd that get in there???

You made a **slip!** Well... actually I made a **slip**, 13 panels back. See for yourself. Call it a **miracle!**

Well, I can't worry about a **stupid clause** like that!



GOOD AFTERNOON. IT'S THURSDAY, 1 PM.



Not only are you flat, Mr. Ripoff, but you're **flat broke!** Now the shoe is on the other foot! A fool and his money are soon parted! Let he who is without sin...

**HELP! HELP!**

Don't worry, The elephants won't come back!

I didn't mind the elephants! It's this **lunatic** and his sickening clichés! I think I'm gonna barf!



OK kid, you're out of your contract. All the money you made is **yours.** And somehow the IRS got hold of my books. I'm broke and without a job.

What? After the way I treated you?!

I say, "Forgive and forget"... "Turn the other cheek"... "He who is without mercy..."

Oh no! Another convert! **HELP!**

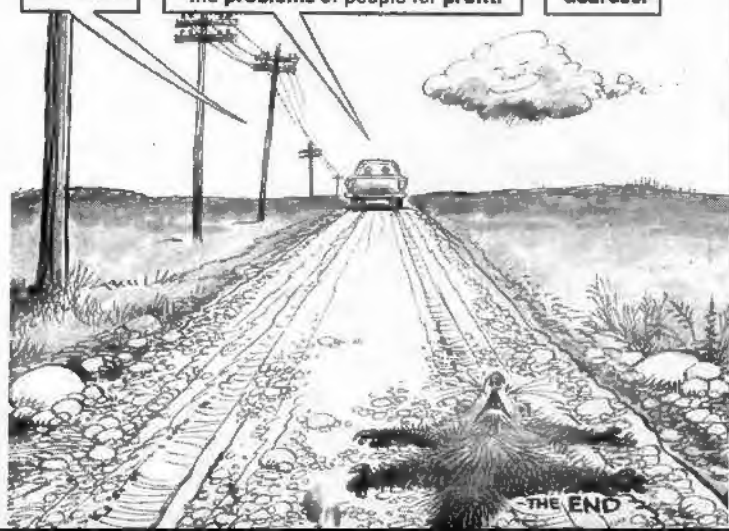
You can come work for me!



Where to next, Yawnaton?

The Boss just gave me the address of another creep who's exploiting the problems of people for profit.

But Yawnaton, this is **YOUR** address!



THE END



**WHAT'S THE  
REALLY HOT  
COMMODITY  
IN THE  
WORLD  
TODAY?**

## HERE WE GO WITH ANOTHER RIDICULOUS **MAD FOLD-IN**

We all like to get in on a good deal. To find out what one of the hottest values of the day is, fold in page as shown.



FOLD PAGE OVER LIKE THIS!

**A▶**

FOLD THIS SECTION OVER LEFT

**◀B** FOLD BACK SO "A" MEETS "B"



WRITER AND ARTIST:  
AL JAFFEE

**REAL WHEELER DEALERS DON'T BLINDLY INVEST IN STOCK  
CONCERNS. THEY LOOK FOR QUICK RESULTS THROUGH EXPERT  
TIPOFFS AND ONLY PUT MONEY IN GET RICH QUICK RACKETS**

**A▶**

**◀B**



# get 8 records for a penny! when you buy 13 more at club prices!

it's like getting 21 albums  
for the price of 57!



**FRANK SINATRA** **WARPED**  
SHUT UP AND LISTEN 008219

**SIMON AND GARFUNKEL** **PATHETIC**  
WE HATE EACH OTHER 454343

**JERMAINE JACKSON** **CRAPITOL**  
Living Off My Brother 879286

**TOM JONES** **SWILL BROS.**  
THE SLACKS I'VE WORN 008900

**THE BLEACH BOYS** **LOWTOWN**  
HELP ME LAUNDRY 822282

**WILLY NELSON** **GOODFEN**  
Old And Scuzzy 821420

**Elvis Presley** **BADCO**  
STILL BURIED AFTER ALL THESE YEARS 000006

**CYNDI LAUPER** **GOODFEN**  
SHE'S SO UNTALENTED 850237

**ZZZZZZ TOP** **A&P**  
TIRED TEXANS 806080

**JUICE NEWTON** **K-SMELL**  
FROM CONCENTRATE 752768

**GEORGE STEINBRENNER** **EPECCH**  
I OWN THE WORLD 881920

**DIONNE AIRWICK** **WARPED**  
LOVE STINKS 887854

**JOE COCKER** **SWILL BROS.**  
INCOHERENT MUMBLING 845789

**Ozzie Osbourne and Willie Nelson** **EPECCH**  
THE OZZIE NELSON TOUR 9143887

**Bad Company and Huey Lewis And The News** **K-SMELL**  
BAD NEWS 922713

**HENRY MANCINI** **LOWTOWN**  
Slow Boring Songs 537888

**Lionel Itchie** **CRAPITOL**  
THE RASH OF LOVE 853538

**A/C/DC** **BADCO**  
P.U./N.G. 246800

**JERRY MATHERS** **A&P**  
SATURDAY NIGHT BEAVER 138801

**BRUCE STRINGBEAN** **EPECCH**  
GROWN IN THE U.S.A. 922032

**LUCIANO PAVAROTTI** **LOWTOWN**  
THE SONGS OF DOM DELUISE 886213

**DURAN DURAN DURAN** **CRAPITOL**  
REDUNDANT 175588

**Donald Trump** **A&P**  
EVE OF CONSTRUCTION 444444

**THE CHIMPCHUNKS AND JULIO IGLESIAS** **K-SMELL**  
TOGETHER AT LAST 538833

**CHICAGO 17** **CASIMIR**  
PHILLIES NOTHING 111113

**MENUDO** **BADCO**  
GREATEST ZITS 250524

**CULTURE CLUB SANDWICH** **GOODFEN**  
DO YOU REALLY WANT TO EAT ME? 482910

**TWISTED SISTER** **SWILL BROS.**  
LOUD UNTALENTED GUYS 135781

**JESSE HELMS** **PATHETIC**  
THE WHITE ALBUM 222122

**TEARS FOR BEERS** **WARPED**  
EVERYBODY WANTS TO BREW THE WORLD 457023

**HERE'S HOW TO JOIN!** First, lock yourself in your room. That way no one will be able to tell you how bad record clubs are and talk you out of becoming a member. Next, choose any 8 selections from the list of forgettable albums on this page and send us a check or money order for one measly penny (Do NOT send cash). In exchange, we will force you to buy 13 more bad-selling records or tapes at regular club prices which are currently \$19.98 to \$99.98\*—plus shipping and mishandling.

**IT'S EASY AND FUN!** Every month we choose a record which no one has ordered in the last decade to be our "selection of the month." If you want the "selection of the month," do nothing. It will be sent to you automatically. If you *don't* want the "selection of the month," too bad! We'll send it to you anyway and you'll have to go through the trouble and expense of returning it. When we receive it we'll make it our *next* "selection of the month" and send it back to you—and we'll continue doing this until you finally break down and buy it!

**EXCITING "MEMBERS ONLY" BENEFITS!** Join now and we'll send you our exclusive club newsletter jam packed with threats of the legal action we will take should you fail to fulfill your enrollment agreement. You'll also get these other exciting benefits: Hassles with the post office... Years of aggravation and inconvenience... Bewilderment as to why you ever became a music fan!

**AND HERE'S A SPECIAL BONUS!** No matter what you've read in this ad so far, you'll be required to buy at least 8 more albums than we've led you to believe. 8 albums!

**FREE 10 DAY NO-RISK OFFER!** Actually, there is no free 10 day no-risk offer, but we wanted those words to appear on this somewhere.

**JUST IMAGINE!** Records you could buy much cheaper in any store, shipped right to your front door in damaged condition. What could be more convenient? Join Today!

\*Records and tapes that are playable on audio equipment sold in the United States may cost more. We hope you don't read this. That's why it's in such small print at the bottom of the page.

## The Integrity Record Club 33 1/2 Stylus Ave. Turntable, IN 04578

**Yes!** I'm a glutton for punishment. Please accept my membership in the Integrity Record Club. I agree to the confusing terms outlined in this ad and will buy as many records as you want me to for as long as I live. I am fully aware that I am trapped and will never ever get out of this club. *I am your slave.*

### My Main **INDICATE YOUR SELECTIONS HERE:**

#### Musical

#### Interest Is:

- ☐ Danish Funeral Marches
- ☐ Songs Heard In Elevators
- ☐ Game Show Themes
- ☐ Beer Jingles
- ☐ Midget Opera

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Zip \_\_\_\_\_

PHOTO: IRVING SCHILD

WRITERS: CHARLIE KADAU & JOE RAIOLA